

# Cooperative Marketing

Program Summary for the Fiscal Year  
Ending June 30, 2004

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*Working together* to lead Missouri in becoming one of America's most memorable tourist destinations.

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## I. Program Overview and Analysis FY95 through FY04

The close of the FY04 program years marks the end of the Cooperative Marketing Program's first decade. This performance-based funding program matches local nonprofit destination marketing organizations dollar for dollar for the implementation of approved tourism marketing projects. The Missouri Division of Tourism (MDT) administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with advice from an active industry advisory committee. Through this program, MDT continues to encourage the development of new and expanded tourism marketing initiatives at the community level. This combination of local and state funds to increase tourism expenditures for all of Missouri has proven successful year after year.

### **Program Goals:**

- Extend MDT marketing resources through participation in strategic marketing partnerships
- Support local performance-driven projects designed to increase tourism
- Provide incentive and opportunity for marketing growth and improvement
- Strengthen industry/MDT partnerships

The Division of Tourism funds qualified performance-based projects that align with the division's strategies and markets to achieve increased direct domestic tourism expenditures. In the Cooperative Marketing Program up to 50 percent of approved expenses may be reimbursed to participating destination marketing organizations after approved expenses are incurred, and a minimum of 50 percent of the expense is paid by the program participant.

MDT focuses on providing the encouragement and assistance necessary to promote the successful completion of all funded projects. Successful projects increase tourism revenues for the individual destinations as well as the State of Missouri. To that end, the division provides program participants with assistance in meeting deadlines, contract completion, fulfillment of program requirements, and program educational opportunities.

**Outcome Measurement:** A central goal of the Cooperative Marketing Program continues to be the funding of performance-based tourism marketing projects. MDT has carefully incorporated outcome measurement requirements into all categories that fund projects of more than \$5,000. This process is refined each program year. Because the program structure rewards the development of expanded and innovative marketing efforts, participants are not penalized when a new marketing direction proves to be less successful than was anticipated. Sound reasoning must be presented for the funding of untried activities. Repeat projects are funded only when it can be demonstrated that the project achieved the desired results.

**Program Impact:** MDT, along with an active industry advisory committee, continually reviews functions and requirements to ensure that the program aligns with state strategic planning efforts and requirements for the use of performance measures in programs subsidized by state dollars. Outcome measurement to assure that the program's original performance-based structure is enhanced and refined each year.

MDT continues to stress the value of market research and outcome measurement within the program structure. To assist DMOs with the program research requirements, MDT continues to provide reference materials and educational support. In addition, a new cooperative opportunity was added to the Cooperative Marketing Program in for FY04. The Tourism Research category was developed to provide financial assistance in the area of outcome measurement and research. In this category, up to \$5,000 in matching funds is available for tourism research.

**Strategic Planning:** MDT continually reviews and assesses program requirements and reporting systems. The analysis of past projects provides valuable information for the planning and design of future programs. The Cooperative Marketing Program strives to meet the needs of the tourism industry and Missouri taxpayers as well as maintain the flexibility to respond to the unexpected.

**Cooperative Marketing Advisory Committee:** The Cooperative Marketing Advisory Committee, made up of a minimum of 15 industry professionals, provides ongoing input and insight into the tourism marketing needs of

the industry. This body assists with program administration, reviews decisions as necessary, as well as provides the program with a wealth of tourism marketing experience and expertise.

During the 10 years ending June 30, 2004, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with funding awards totaling \$20,241,356.

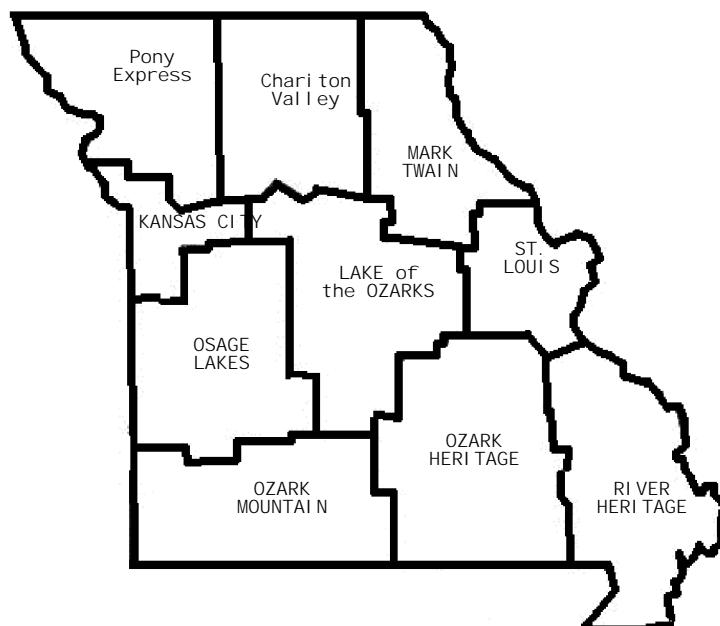
**Figure 1** reflects the total budgets of approved marketing projects (state award plus local match) for the period FY95 through FY04. During this 10-year period, media advertising was awarded for an average of nearly 80percent of the total amount reserved for awarded projects.

**Figure 1**

FY95-04 Awards Summarized by Marketing Activity		
Marketing Activity	\$\$ Awarded	% of Budget
Media	\$32,666,024	76.65%
Trade Shows	\$1,391,464	3.27%
PR, A/V, CDs DVDs, Web Sites, Direct Advertising, & Other Mktg. Activities	\$2,660,470	6.24%
Collateral Materials	\$3,943,324	9.25%
Production/Non-mktg.	\$1,954,562	4.59%
<b>Total Approved Project Budgets</b>	<b>\$42,615,844</b>	<b>100.00%</b>
State Award Total	\$20,241,356	
Local Match Total	\$22,374,488	

In the Cooperative Marketing Program marketing expenses must be incurred and at least 50 percent of the cost paid before the participant may request reimbursement of the up to 50 percent available. \$17,473,236, or 86 percent of the dollars awarded during the first 10 years of this program was reimbursed.

**Cooperative Marketing Tourism Regions** - For the purposes of funding and evaluation of leisure travel marketing projects, the state is divided into 10 regions. An allocation of funding by region assures that a minimum dollar amount is available for DMOs located in each region.



**Figure 2**  
**Missouri Tourism Region Map**

**Figure 2** identifies the 10 Missouri tourism regions.

**Figure 3**

**FY95-04 Awards/Reimbursements by Tourism Region**

Tourism Region	Award Amount	Amount Reimbursed
Statewide	\$423,276	\$312,399
Pony Express	\$930,924	\$786,125
Chariton Valley	\$65,018	\$44,749
Mark Twain	\$475,577	\$401,199
Kansas City	\$3,371,470	\$2,732,852
Osage Lakes	\$434,391	\$327,445
Lake of the Ozarks	\$3,311,327	\$3,025,408
St. Louis Area	\$4,221,882	\$3,648,046
Ozark Mountain	\$6,291,625	\$5,616,113
Ozark Heritage	\$233,641	\$175,329
River Heritage	\$482,225	\$403,571
<b>FY95-04 Totals</b>	<b>\$20,241,356</b>	<b>\$17,473,236</b>

**Figure 3** breaks out the FY95 through FY04 program awards and reimbursements by region.

As an example, during the period, statewide DMOs received awards totaling \$423,276. Of that amount, expenses for approved marketing activities totaling \$312,399 were submitted by and reimbursed to the statewide participants.

**Funding Categories** – The Missouri Division of Tourism has funding available in the following marketing areas.

**1. Leisure Travel Marketing** – Tourism marketing that targets the leisure traveler

- Statewide Marketing (up to \$10,000) - Various activities for the statewide marketing organization
- Brochure Development & Printing (up to \$2,500) - Simplified process for the development of collateral material
- Small Project Marketing (up to \$10,000) - Simplified category for small projects and a variety of marketing activities
- Leisure Travel Marketing (up to \$50,000) - Various tourism marketing activities
- Destination Advertising (up to \$400,000) - Media advertising restricted to ad placement in approved media & markets

**2. Convention Marketing** (up to \$60,000) - Various marketing activities targeting the meeting, conventions, and sporting event planner

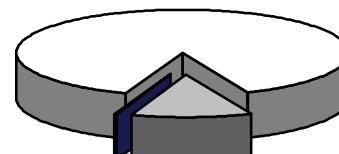
**3. Tourism Research** (up to \$5,000) – Research to assist the destination in making well-informed tourism marketing decisions

**Figures 4 and 4a** illustrate the program funding and usage by general marketing category.

**Figure 4**

**Figure 4a**  
**Utilization of Cooperative Funding by Marketing Category**

FY95-04 Awards/Reimbursements by Category			
Marketing Category/ % of Total Awards.	Amt. Amt. Awarded	Amt. Reimbursed	Amt. Balance
Leisure Travel Marketing / 88%	\$17,842,291	\$15,628,690	\$2,213,601
Convention Marketing / 11%	\$2,370,540	\$1,826,259	\$544,281
Tourism Research / 1%	\$28,525	\$18,287	\$10,238
<b>Total for FY95 through FY04</b>	<b>\$20,241,356</b>	<b>\$17,473,236</b>	<b>\$2,768,120</b>



- |                            |
|----------------------------|
| □ Leisure Travel Marketing |
| □ Convention Marketing     |
| ■ Tourism Research         |

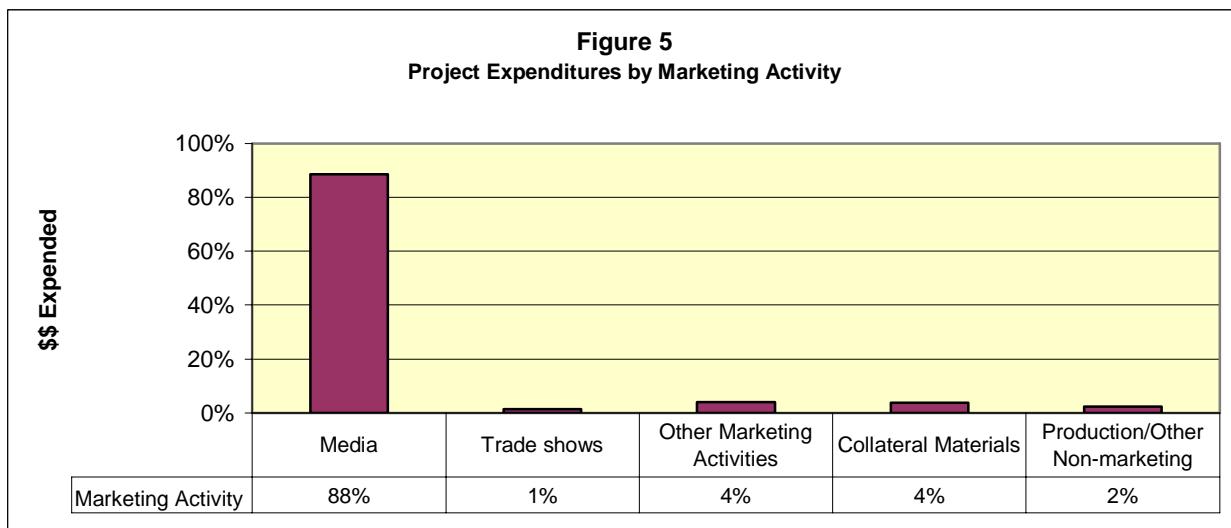
## II. Program Analysis FY04

For the FY04 fiscal year, MDT approved 64 tourism-marketing projects totaling \$3,048,329. Of that amount, the MDT paid 91.22 percent, or \$2,780,631, to participating DMOs as reimbursement for qualified and approved marketing expenses. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$6 million in marketing to promote Missouri as a tourism destination.

Eighty-eight percent of the Cooperative Marketing Program FY04 dollars paid for the purchase of media advertising, i.e., the placement of destination ads on TV, radio, magazines and newspapers.

The remaining 12 percent was used for a variety of tourism marketing activities including public relations, familiarization and press tours, sales calls, tradeshow participation, web site design and set up, the design, printing and distribution of collateral materials, research, production costs, audio visual material development and distribution, and booth purchase.

**Figure 5** illustrates this usage. The totals reflected represent both state and local portions of project expenditures.



**Figure 6** summarizes the dollars budgeted, the dollars expended, and the expenditure percentages for FY04 sorted by marketing category, and the number of approved marketing projects in each category.

**Figure 6**  
Summary of FY04 Usage by Marketing Category

Category	# Of Contracts	Total Awarded	Total Reimbursed/ % Of Total Awards	Unused Category Awards	Category % Unused
<i>Brochure Program</i>	1	\$775	\$775 >1%	\$0	0.00%
<i>Convention Marketing</i>	9	\$350,216	\$212,191 7%	\$138,024	39.41%
<i>Destination Advertising</i>	8	\$2,002,496	\$1,993,665 71%	\$8,831	0.44%
<i>Leisure Travel Marketing</i>	30	\$630,771	\$527,124 19%	\$103,647	16.85%
<i>Small Project Marketing-Summer/Fall</i>	2	\$2,660	\$2,594 >1%	\$66	2.48%
<i>Small Project Marketing-Winter/Spring</i>	5	\$13,006	\$11,722 >1%	\$1,284	9.87%
<i>Statewide Marketing</i>	2	\$19,880	\$14,273 >1%	\$5,607	28.20%
<i>Tourism Research</i>	7	\$28,525	\$18,287 >1%	\$10,238	35.89%
<b>Total for FY04</b>	<b>64</b>	<b>\$3,048,328</b>	<b>\$2,780,631 100%</b>	<b>\$267,697</b>	<b>8.78%</b>

**Figure 7** illustrates the FY04 awards and reimbursements by Missouri tourism region and county.

**Figure 7**  
**FY04 Awards/Reimbursements by Region/County**

Region/County	Awarded	Reimbursed	Region/County	Awarded	Reimbursed
<b>Statewide</b>	<b>\$19,880</b>	<b>\$14,273</b>	<b>Lake of the Ozarks</b>	<b>\$537,183</b>	<b>\$514,293</b>
Cole	\$10,000	\$6,031	Camden	\$442,528	\$441,124
Jackson	\$9,880	\$8,242	Cole	\$38,085	\$26,943
<b>Pony Express</b>	<b>\$93,955</b>	<b>\$92,793</b>	Gasconade	\$11,176	\$11,176
Buchanan	\$93,955	\$92,793	Laclede	\$37,936	\$28,875
<b>Chariton Valley</b>	<b>\$5,369</b>	<b>\$0</b>	Miller	\$2,466	\$2,466
Livingston	\$5,369	\$0	Saline	\$4,993	\$3,709
<b>Mark Twain</b>	<b>\$61,097</b>	<b>\$58,803</b>	<b>St Louis Area</b>	<b>\$577,804</b>	<b>\$550,181</b>
Marion	\$50,187	\$49,642	Franklin	\$6,090	\$5,873
Pike	\$10,910	\$9,162	St. Charles	\$144,281	\$118,130
<b>Kansas City</b>	<b>\$555,787</b>	<b>\$488,481</b>	St. Louis	\$427,433	\$426,178
Jackson	\$491,107	\$429,840	<b>Ozark Mountain</b>	<b>\$1,103,680</b>	<b>\$987,074</b>
Lafayette	\$13,180	\$13,177	Greene	\$422,426	\$417,949
Platte	\$51,500	\$45,464	Jasper	\$104,545	\$84,281
<b>Osage Lakes</b>	<b>\$43,583</b>	<b>\$31,440</b>	Stone	\$65,000	\$59,862
Benton	\$4,500	\$0	Taney	\$511,709	\$424,982
Henry	\$3,113	\$3,113	<b>Ozark Heritage</b>	<b>\$18,543</b>	<b>\$14,388</b>
Hickory	\$9,726	\$5,650	Howell	\$11,762	\$9,385
Johnson	\$995	\$929	Iron	\$775	\$775
Pettis	\$20,100	\$19,979	Phelps	\$6,006	\$4,228
Vernon	\$5,150	\$1,770	<b>River Heritage</b>	<b>\$31,449</b>	<b>\$28,905</b>
			Scott	\$15,524	\$14,899
			Ste. Genevieve	\$15,925	\$14,006
			<b>TOTAL</b>	<b>\$3,048,329</b>	<b>\$2,780,631</b>

**Final Contract Status** - The following report, identified as **Figure 8**, reflects the final contract status of all FY04 Cooperative Marketing Program contracts. The contracts are presented in alphabetical order by DMO and sorted by marketing category. This report illustrates the contract completion percentage, the dollars budgeted; revised budget total, if applicable; total amount reimbursed, and the unused balance for each contract. Additionally, the completion by category is reflected. The overall contract completion rate for FY04 remained level at 91.22 percent.



**Figure 8**  
**FY04 Final Contract Status Report**

Contract #	DMO Name	Awards	Revised Budget	Reimburse -ments	Balance
<b>Leisure Travel Marketing – 30 contracts</b>					
04-02-037-11	Chillicothe Area Chamber of Commerce (Closed)	\$5,369.00	\$0.00	\$0.00	\$5,369.00
04-03-010-11	Hannibal Convention & Visitors Bureau	\$29,000.00	\$0.00	\$29,000.00	\$0.00
04-03-011-11	Main Street Clarksville/HCI	\$10,220.00	\$0.00	\$8,536.67	\$1,683.33
04-03-028-11	Mark Twain Home Foundation	\$11,187.00	\$0.00	\$10,641.58	\$545.42
04-03-033-11	Hannibal Convention & Visitors Bureau	\$10,000.00	\$0.00	\$10,000.00	\$0.00
04-04-013-11	Lee's Summit Chamber of Commerce	\$4,563.00	\$4,563.00	\$3,678.90	\$884.10
04-04-016-11	Platte County Visitors Bureau	\$50,000.00	\$44,514.50	\$43,964.11	\$6,035.89
04-04-838-11	City of Lexington	\$13,179.50	\$0.00	\$13,177.00	\$2.50
04-05-032-11	Nevada/Vernon County Chamber of Commerce	\$5,150.00	\$0.00	\$1,770.00	\$3,380.00
04-05-047-11	Sedalia Area Chamber of Commerce/CVB	\$20,100.00	\$0.00	\$19,978.61	\$121.39
04-05-822-11	Pomme de Terre Lake Area Chamber	\$9,725.87	\$8,225.87	\$5,649.60	\$4,076.27
04-06-035-11	Jefferson City Convention & Visitors Bureau	\$33,734.90	\$25,897.40	\$22,593.42	\$11,141.48
04-06-042-11	Hermann Area Chamber of Commerce - Tourism	\$11,176.00	\$0.00	\$11,176.00	\$0.00
04-06-048-11	Lake of the Ozarks Golf Council, Inc.	\$14,202.00	\$0.00	\$13,440.00	\$762.00
04-06-049-11	Lake of the Ozarks Golf Council, Inc.	\$35,598.00	\$0.00	\$35,597.49	\$0.51
04-06-051-11	City of Lebanon	\$27,065.50	\$27,065.50	\$24,105.38	\$2,960.12
04-06-054-11	Tri-County Lodging Association	\$44,025.00	\$0.00	\$43,383.75	\$641.25
04-07-012-11	Washington Area Chamber of Commerce	\$6,089.50	\$0.00	\$5,873.02	\$216.48
04-07-802-11	Chesterfield Chamber of Commerce	\$5,007.00	\$0.00	\$4,962.00	\$45.00
04-08-003-11	Carthage CVB	\$32,820.61	\$0.00	\$32,802.88	\$17.73
04-08-018-11	Joplin Convention & Visitors Bureau	\$49,529.00	\$0.00	\$42,367.59	\$7,161.41
04-08-023-11	Indian Point Chamber of Commerce, Inc.	\$15,000.00	\$0.00	\$13,138.49	\$1,861.51
04-08-027-11	Table Rock Lake/Kimberling City Area Chamber	\$50,000.00	\$0.00	\$46,723.22	\$3,276.78
04-08-043-11	Downtown Branson Main Street Association	\$49,610.00	\$0.00	\$33,172.00	\$16,438.00
04-08-044-11	Branson Veterans Task Force, Inc.	\$39,203.28	\$10,555.87	\$8,874.71	\$30,328.57
04-09-005-11	Rolla Area Chamber of Commerce	\$6,005.50	\$0.00	\$4,227.50	\$1,778.00
04-09-801-11	City of West Plains Tourism Development	\$11,762.00	\$9,919.11	\$9,385.35	\$2,376.65
04-10-024-11	Convention and Visitor Bureau of Ste. Genevieve	\$15,924.50	\$0.00	\$14,006.28	\$1,918.22
04-10-814-11	Sikeston-Miner Convention & Visitors Bureau	\$10,304.00	\$0.00	\$10,285.00	\$19.00
04-10-815-11	Sikeston-Miner Convention & Visitors Bureau	\$5,220.00	\$0.00	\$4,613.50	\$606.50
	<b>Total</b>	<b>\$630,771.16</b>		<b>\$527,124.05</b>	<b>\$103,647.11</b>
<b>Statewide Marketing – 2 contracts</b>					
04-00-017-22	Missouri Travel Council	\$9,880.00	\$0.00	\$8,242.37	\$1,637.63
04-00-020-22	Bed & Breakfast Inns of Missouri	\$10,000.00	\$0.00	\$6,030.54	\$3,969.46
	<b>Total</b>	<b>\$19,880.00</b>		<b>\$14,272.91</b>	<b>\$5,607.09</b>
<b>Convention Marketing – 9 contracts</b>					
04-01-026-33	St. Joseph Convention & Visitors Bureau	\$17,150.00	\$0.00	\$16,660.62	\$489.38
04-04-029-33	Convention & Visitors Bureau of Greater KC	\$60,000.00	\$8,448.36	\$8,448.36	\$51,551.64
04-06-050-33	City of Lebanon	\$10,870.00	\$10,870.00	\$4,769.65	\$6,100.35
04-07-040-33	St. Louis Convention & Visitors Commission	\$60,000.00	\$0.00	\$58,789.74	\$1,210.26
04-07-053-33	Greater St Charles Convention & Visitors Bureau	\$60,000.00	\$55,000.00	\$38,848.95	\$21,151.05
04-08-004-33	Carthage CVB	\$4,698.00	\$0.00	\$4,642.11	\$55.89

**Figure 8 FY04 Final Contract Status Report continued**

<b>Contract #</b>	<b>DMO Name</b>	<b>Awards</b>	<b>Revised Budget</b>	<b>Reimbursements</b>	<b>Balance</b>
04-08-008-33	Springfield Convention & Visitors Bureau, Inc.	\$60,000.00	\$0.00	\$55,523.07	\$4,476.93
04-08-019-33	Joplin Convention & Visitors Bureau	\$17,497.50	\$0.00	\$4,468.46	\$13,029.04
04-08-031-33	Branson/Lakes Area Chamber of Commerce/CVB	\$60,000.00	\$20,040.00	\$20,040.00	\$39,960.00
	Total	<b>\$350,215.50</b>		<b>\$212,190.96</b>	<b>\$138,024.5</b>
<b>Destination Advertising – 8 contracts</b>					
04-01-061-44	St. Joseph Convention & Visitors Bureau	\$70,220.00	\$0.00	\$70,220.00	\$0.00
04-04-059-44	City of Independence - Tourism Department	\$63,648.00	\$0.00	\$63,648.00	\$0.00
04-04-064-44	Convention & Visitors Bureau of Greater KC	\$357,896.00	\$0.00	\$349,064.86	\$8,831.14
04-06-062-44	Lake of the Ozarks Convention & Visitors Bureau	\$348,703.00	\$0.00	\$348,703.00	\$0.00
04-07-058-44	Greater St Charles Convention & Visitors Bureau	\$79,281.00	\$0.00	\$79,281.00	\$0.00
04-07-060-44	St. Louis Convention & Visitors Commission	\$362,426.00	\$0.00	\$362,426.00	\$0.00
04-08-063-44	Springfield Convention & Visitors Bureau, Inc.	\$362,426.00	\$0.00	\$362,426.00	\$0.00
04-08-065-44	Branson/Lakes Area Chamber of Commerce/CVB	\$357,896.00	\$0.00	\$357,896.00	\$0.00
	Total	<b>\$2,002,496.00</b>		<b>\$1,993,664.86</b>	<b>\$8,831.14</b>
<b>Small Project Marketing-Summer/Fall – 2 contracts</b>					
04-05-055-55	Warrensburg Chamber of Commerce	\$994.56	\$0.00	\$928.75	\$65.81
04-05-057-55	Clinton Area Chamber of Commerce/CVB	\$1,665.00	\$0.00	\$1,665.00	\$0.00
	Total	<b>\$2,659.56</b>		<b>\$2,593.75</b>	<b>\$65.81</b>
<b>Small Project Marketing-Winter/Spring – 5 contracts</b>					
04-01-069-56	Pony Express Region Tourism Commission	\$2,600.00	\$0.00	\$2,600.00	\$0.00
04-04-070-56	Weston Development Company	\$1,500.00	\$0.00	\$1,500.00	\$0.00
04-05-068-56	Clinton Area Chamber of Commerce/CVB	\$1,447.50	\$0.00	\$1,447.50	\$0.00
04-06-067-56	Historic Arrow Rock Council	\$4,992.73	\$3,708.63	\$3,708.63	\$1,284.10
04-06-071-56	Lake Area Chamber of Commerce	\$2,466.00	\$0.00	\$2,466.00	\$0.00
	Total	<b>\$13,006.23</b>		<b>\$11,722.13</b>	<b>\$1,284.10</b>
<b>Tourism Research – 7 contracts</b>					
04-01-025-66	St. Joseph Convention & Visitors Bureau	\$3,985.00	\$0.00	\$3,312.17	\$672.83
04-03-009-66	Main Street Clarksville/HCI	\$690.00	\$0.00	\$625.00	\$65.00
04-04-030-66	Convention & Visitors Bureau of Greater KC	\$5,000.00	\$0.00	\$5,000.00	\$0.00
04-05-041-66	City of Warsaw (Cancelled)	\$4,500.00	\$0.00	\$0.00	\$4,500.00
04-06-034-66	Jefferson City Convention & Visitors Bureau	\$4,350.00	\$0.00	\$4,350.00	\$0.00
04-07-052-66	Greater St Charles CVB (Cancelled)	\$5,000.00	\$0.00	\$0.00	\$5,000.00
04-08-039-66	Branson/Lakes Area Chamber of Commerce/CVB	\$5,000.00	\$0.00	\$5,000.00	\$0.00
	Total	<b>\$28,525.00</b>		<b>\$18,287.17</b>	<b>\$10,237.83</b>
<b>Brochure Program – 1 contract</b>					
04-09-072-77	Arcadia Valley Chamber of Commerce	\$775.20	\$0.00	\$775.20	\$0.00
	Total	<b>\$775.20</b>		<b>\$775.20</b>	<b>\$0.00</b>
<b>64 contracts</b>					
<b>Grand Total FY04</b>		<b>\$3,048,328.65</b>		<b>\$2,780,631.03</b>	<b>\$267,697.62</b>

### III. FY04 Project Assessments – Combined data

**Statistical Data** - At the end of each contract period, Cooperative Marketing Program participants submit summary reports that provide data and assess the outcome of the funded projects. The data is analyzed and combined here for program-wide measurement.

The following table, **Figure 9**, reflects the combined statistical data provided by the FY04 participants through the summary reports.

**Figure 9**

#### Combined Project Summary Data

State Dollars Awarded	\$3,048,329
State Dollars Reimbursed	\$2,780,631
Local Matching Dollars	\$3,846,504
Total Project Costs	\$6,627,135
% In State	42
% Out-of-State	58
Inquiries Reported	772,789
Total Circulation/Gross Impressions	1,115,114,850
TV Ads Placed	12,815
Radio Ads Placed	7,195
Newspaper Ads Placed	485
Magazine Ads Placed	496
Billboards Leased	14
Videos Distributed	600
Brochures Distributed	1,234,390
Trade Shows Attended	62
FAM Tours Hosted	24
Web Sites Developed/Updated	2
Projects Funded	64

**Outcomes** - In addition to the numbers reported, the summary reports also outline the project objectives as well as the DMO's measure of the success of the funded marketing projects. The participants were asked to provide the main objectives of the project, gauge the extent to which the objectives were met, and comments on the degree of success attributed to the project. Additionally, participants provided research data collected throughout the project to support the outcomes reported. The summary research provided valuable insights to Missouri tourism marketing trends at the local levels. MDT reviewed all the research data provided with the summary reports for use as both a means for comparison and a supplement to the MDT research results.

The following table, **Figure 10**, illustrates the extent to which the project achieved the stated objectives as reported by the Cooperative Marketing Program participants.

**Figure 10**

Extent to Which Project Achieved Objectives	# Reporting
Significantly	36
Somewhat	21
Little	3
Not at all	1
*Summary Report Not Submitted	3
	64

\* 1 contract - no report required (Brochure Dev.)  
2 contracts - withdrawn

**Figure 11** compares the combined outcomes of program years FY02, FY03 and FY04.

**Cooperative Marketing Fiscal Year 2004 Program Summary**

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**Comparison of FY02, FY03 and FY04 program outcomes.**

	FY02	FY03	FY02/FY03 Comparison	FY04	FY03/FY04 Comparison
<b>State \$\$ Awarded</b>	\$2,680,360	\$2,908,673	\$228,313	\$3,048,329	\$139,656
<b>State \$\$ Reimbursed</b>	\$2,438,223	\$2,661,131	\$222,908	\$2,780,631	\$119,500
<b>Unused \$\$</b>	\$242,138	\$247,542	\$5,404	\$267,697	\$20,155
<b>Local Matching \$\$</b>	\$2,477,512	\$2,788,826	\$311,314	\$3,846,504	\$1,057,678
<b>Total Project Cost</b>	\$4,915,735	\$5,449,958	534,223	\$6,627,135	\$1,177,177
<b>Exposure</b>	1,908,483,335	1,292,698,678	-615,784,657	1,115,114,850	-177,583,828
<b>Advertising Responses Reported</b>	*0	516,715	516,715	772,789	256,074
<b>% of Marketing to In-state audience</b>	45%	43%	-2%	42%	-1%
<b>% of Marketing to Out-of-state audience</b>	55%	57%	2%	58%	1%
<b>TV Ads Placed</b>	9,464	12,427	2,963	12,815	388
<b>Radio Ads Placed</b>	12,742	6,086	-6,656	7,195	1,109
<b>Newspaper Ads Placed</b>	857	619	-238	485	-134
<b>Magazine Ads Placed</b>	401	570	169	496	-74
<b>Videos Distributed</b>	25	0	-25	600	600
<b>Billboards Leased</b>	14	14	0	14	0
<b>Brochures Distributed</b>	1,465,594	1,049,185	-416,409	1,234,390	185,205
<b>Trade Shows Attended</b>	81	74	-7	62	-12
<b>FAM Tours Hosted</b>	11	7	-4	24	17
<b>Web Sites Developed/Updated</b>	6	7	-1	2	-5
<b>Overall Contract Completion Rate</b>	90.97%	91.47%	.5%	91.22%	-.25%
<b>Number of Projects Funded</b>	65	63	-2	64	+1

**Figure 12** lists the FY04 participating DMOs by total dollars reimbursed, most to least.

<b>TOTAL REIMBURSED</b>	<b>DMO</b>
421,216	St. Louis Convention & Visitors Commission
417,949	Springfield Convention & Visitors Bureau, Inc.
382,936	Branson/Lakes Area Chamber of Commerce/CVB
362,513	Convention & Visitors Bureau of Greater Kansas City
348,703	Lake of the Ozarks Convention & Visitors Bureau
118,130	Greater St Charles Convention & Visitors Bureau
90,193	St. Joseph Convention & Visitors Bureau
63,648	City of Independence - Tourism Department
49,037	Lake of the Ozarks Golf Council, Inc.
46,836	Joplin Convention & Visitors Bureau
46,723	Table Rock Lake/Kimberling City Area Chamber of Commerce
43,964	Platte County Visitors Bureau

**Figure 12 continued**



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43,384	Tri-County Lodging Association
39,000	Hannibal Convention & Visitors Bureau
37,445	Carthage CVB
33,172	Downtown Branson Main Street Association
28,875	City of Lebanon
26,943	Jefferson City Convention & Visitors Bureau
19,979	Sedalia Area Chamber of Commerce/CVB
14,899	Sikeston-Miner Convention & Visitors Bureau
14,006	Convention and Visitor Bureau of Ste. Genevieve
13,177	City of Lexington
13,138	Indian Point Chamber of Commerce, Inc.
11,176	Hermann Area Chamber of Commerce - Tourism Group
10,642	Mark Twain Home Foundation
9,385	City of West Plains Tourism Development Advisory Council
9,162	Main Street Clarksville/HCI
8,875	Branson Veterans Task Force, Inc.
8,242	Missouri Travel Council
6,031	Bed & Breakfast Inns of Missouri
5,873	Washington Area Chamber of Commerce
5,650	Pomme de Terre Lake Area Chamber of Commerce
4,962	Chesterfield Chamber of Commerce
4,228	Rolla Area Chamber of Commerce & Visitor Center
3,709	Historic Arrow Rock Council
3,679	Lee's Summit Chamber of Commerce
3,113	Clinton Area Chamber of Commerce/CVB
2,600	Pony Express Region Tourism Commission
2,466	Lake Area Chamber of Commerce
1,770	Nevada/Vernon County Chamber of Commerce
1,500	Weston Development Company
929	Warrensburg Chamber of Commerce & Visitor Center
775	Arcadia Valley Chamber of Commerce
0	Chillicothe Area Chamber of Commerce
0	City of Warsaw

**\$2,780,631**

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#### **IV. FY04 Project Assessments - Individual**

The following pages reflect the outcome information provided on each individual FY04 contract.

### FY04 Summary by Individual Project

#### DMO Information

Contract Number: 04-02-037-11

**DMO: Chillicothe Area Chamber of Commerce**

Project Name: Grand River Tourism

Primary Objectives:

Destination Description: The Grand River Area Visitors Bureau covers a five-county region that includes Chillicothe, Jamesport, Marceline, Hamilton, Laclede and Chariton County. Jamesport's Amish Community, Marceline's Disney Festivals and museum, world-class hunting and outdoor activities top our list of attractions.

#### Budget and Expenditures

State Dollars Budgeted:	\$5,369.00	State Dollars Reimbursed:	\$0.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$0.00

#### Marketing Activity Information

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-state Marketing	0%	Total Circulation/Gross Impressions	0
Out-of-State Marketing	0%	Inquiries Reported	0

#### Project Outcomes

Did Project Achieve Objectives      Significantly

DMO Comments      We did more this year than any other year and our occupancy has improved dramatically.

Research Methods

Percentage Completed      0%

MDT Comments      Administrative Closure



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-03-010-11

#### **DMO: Hannibal Convention and Visitors Bureau**

Project Name: The Most Famous Small Town in America, Mark Twain's Historic Hannibal

Primary Objectives: 1. Attract more visitors. 2. Keep visitors here longer. 3. Increase tourist spending.

Destination Description: On the banks of the Mississippi sits Hannibal, rich in history and beautiful scenery. Hannibal boasts a unique historic district of shops from the 1800s and sites associated with the youth of Mark Twain. Hannibal has numerous fairs and festivals throughout the year.

### **Budget and Expenditures**

State Dollars Budgeted:	\$29,000.00	State Dollars Reimbursed:	\$29,000.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$29,000.00

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	1,450
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	12	FAM Tours Hosted	0
Magazine Ads Placed	16	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	12
Videos Distributed	0		
In-State Marketing	23%	Total Circulation/Gross Impressions	17,740,207
Out-of-State Marketing	77%	Inquiries Reported	28,437

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments As we shifted the focus of our marketing campaign, we have begun to see more families. We have begun to see travelers spend a little more time here and sales tax revenues indicate spending is increasing.

Research Methods Conversion Study  
Intercept Study  
Reader Response/Tax receipts

Percentage Completed 100%

### FY04 Summary by Individual Project

#### DMO Information

Contract Number: 04-03-011-11

**DMO: Main Street Clarksville/HCI**

Project Name: Clarksville's Print Media

Primary Objectives: 1. Place display ads in print media within 100-mile radius. 2. Monitor increased number of requests for information. 3. Develop research model to determine number of visitors, origin, and how they heard about us.

Destination Description: Clarksville features four attractions that are marketed year round: antiques; working artists/artisan; history; and nature. Additionally, we market these special events: Masters of the Sky, Eagle Days; Big River Days; Rivertown U.S.A. Antiques Show (twice annually); and the 50 Mile Art Studio Tour (twice annually).

#### Budget and Expenditures

State Dollars Budgeted:	\$10,220.00	State Dollars Reimbursed:	\$8,536.67
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$8,536.68

#### Marketing Activity Information

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	70	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	2
Videos Distributed	0		
In-State Marketing	67%	Total Circulation/Gross Impressions	5,746,039
Out-of-State Marketing	33%	Inquiries Reported	25,420

#### Project Outcomes

Did Project Achieve Objectives? Significantly

DMO Comments Display ads were printed in newspapers 50-150 mile radius of Clarksville. Inquiries from the Web site were also monitored. A research model was implemented to acquire data to determine why visitor chose Clarksville.

Research Methods Intercept Study  
Visitor Surveys

Percentage Completed 84%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-03-028-11

#### **DMO: Mark Twain Home Foundation**

Project Name: Mark Twain Home and Museum Marketing

Primary Objectives: 1. Increase visitor perception of the Mark Twain Home and Museum as a destination. 2. Increase out-of-state visitors. 3. Encourage overnight stays by visitors.

Destination Description: Our destination consists of six historic buildings: Mark Twain Boyhood Home, Mark Twain Museum, Becky Thatcher House, J.M. Clemens Justice of the Peace Office, Grant's Drug Store/Pilaster House. The new Mark Twain Museum has 15 original Norman Rockwell oil paintings, a recreated steamboat pilot house, and interactive exhibits.

### **Budget and Expenditures**

State Dollars Budgeted:	\$11,187.00	State Dollars Reimbursed:	\$10,641.58
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$10,736.59

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	23,862
Radio Ads Placed	0	Trade Shows Attended	1
Newspaper Ads Placed	16	FAM Tours Hosted	0
Magazine Ads Placed	3	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	27%	Total Circulation/Gross Impressions	227,162,172
Out-of-State Marketing	73%	Inquiries Reported	28,537

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments The museum received a greater number of inquiries, indicating greater awareness. Attendance numbers have grown, however, surveys show visitors overnight stays have not increased.

Research Methods Conversion Study  
Intercept Study  
Visitor Surveys Conversion Rate: 42.3%

Percentage Completed 95%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-03-033-11

**DMO: Hannibal Convention and Visitors Bureau**

Project Name: 50 Miles of Art Studio

Primary Objectives: 1. Attract more visitors. 2. Keep visitors longer. 3. Increase visitor spending.

Destination Description: On the banks of the Mississippi sits Hannibal, rich in history and beautiful scenery. Hannibal boasts a unique historic district of shops from the 1800s and sites associated with the youth of Mark Twain. Hannibal has numerous fairs and festivals throughout the year.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$10,000.00	State Dollars Reimbursed:	\$10,000.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$10,000.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	150,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	50%	Total Circulation/Gross Impressions	150,000
Out-of-State Marketing	50%	Inquiries Reported	5

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments During the spring 2004 tour there was limited participation from the artists and the communities. The group managed to increase awareness and the Fall Studio Tours have been successful.

Research Methods Sales Tax Revenues  
Hotel Revenue

Percentage Completed 100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-04-013-11

**DMO: Lee's Summit Chamber of Commerce**

Project Name: Tourism in Lee's Summit

Primary Objectives: 1. Build awareness of the Lee's Summit community. 2. Increase number of visitors and length of stay. 3. Continue working toward a Tourism Dept./CVB with full-time staff.

Destination Description: Located close to Kansas City, Lee's Summit has a unique downtown area centered on the historic train depot with many unique shops and restaurants available for visitors. There is an abundance of lakes and parks and historic attractions including Missouri Town 1855, Longview Mansion and Farm, and Unity Village.

### **Budget and Expenditures**

State Dollars Budgeted:	\$4,563.00	State Dollars Reimbursed:	\$3,678.90
Revised Budget Total:	\$4,563.00	Local Matching Dollars:	\$3,678.90

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	30,000
Radio Ads Placed	147	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	1
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	90%	Total Circulation/Gross Impressions	635,359
Out-of-State Marketing	10%	Inquiries Reported	38

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments Radio spots are hard to measure; however, there was an increase in Web site visits as well as phone calls into the office requesting tourism information.

Research Methods Analysis of key indicators

Percentage Completed 81%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-04-016-11

**DMO: Platte County Visitors Bureau**

Project Name: Leisure Campaign

Primary Objectives: 1. Increase general sales tax revenue. 2. Increase hotel occupancy rate. 3. Increase conversion rate.

Destination Description: Centrally located in Platte County is KCI Airport. A new KCI Expo Center joins other attractions including Harley-Davidson Assembly Plant, Argosy Casino, KC National Golf Club, Tiffany Greens Golf Club, historic river towns of Parkville and Weston, United Federation of Doll Club Museum, and the American Historical Truck Museum.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$50,000.00	State Dollars Reimbursed:	\$43,964.11
Revised Budget Total:	\$44,514.50	Local Matching Dollars:	\$48,727.12

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	3,390	Trade Shows Attended	0
Newspaper Ads Placed	4	FAM Tours Hosted	0
Magazine Ads Placed	13	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	10%	Total Circulation/Gross Impressions	26,103,300
Out-of-State Marketing	90%	Inquiries Reported	9,682

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments Only 3 of 18 sectors showed increase in general sales tax. Guest tax and hotel occupancy increased slightly. Response to our conversion study was only 40% of 2003's and conversion rate decreased.

Research Methods Conversion Study      Conversion Rate: 43.27%  
Tax Revenue Report  
Hotel Occupancy Report

Percentage Completed 99%

MDT Comments Question on how advertising affected decision to visit not asked on survey.



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-04-838-11

#### **DMO: City of Lexington**

Project Name: Show Me Lexington

Primary Objectives: 1. Build awareness of Lexington as a tourist destination. 2. Increase inflow of tourism dollars. 3. Establish Lexington as one- or two-day tourist destination.

Destination Description: Lexington is a historic town with a historic downtown district, Battle of Lexington State Historic Site, Lexington Museum, antique shops, Wentworth Military Academy, vintage homes tours, and annual festivals. Our close proximity to Kansas City affords the opportunity to attract another large group of potential visitors.

### **Budget and Expenditures**

State Dollars Budgeted:	\$13,179.50	State Dollars Reimbursed:	\$13,177.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$13,177.00

### **Marketing Activity Information**

TV Ads Placed	151	Brochures Distributed	28,100
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	3	FAM Tours Hosted	0
Magazine Ads Placed	4	Web Sites Developed/Updated	0
Billboards Leased	2	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	24%	Total Circulation/Gross Impressions	31,011,505
Out-of-State Marketing	76%	Inquiries Reported	1,513

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Increased sales tax revenue, event attendance and inquiries. Experienced a larger demand for overnight accommodations. Tracking process and data entry are provided by volunteers.

Research Methods Intercept Survey

Percentage Completed 100%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-05-032-11

**DMO: Nevada/Vernon County Chamber of Commerce**

Project Name: Worth a Stop! - Billboard Marketing

Primary Objectives: 1. Promote existing attractions w/emphasis on increasing the number of driving prospects. 2. Encourage dev. of new attractions. 3. Strengthen partners.

Destination Description: Bushwhacker Museum, W.F. Norman Corp. Victorian house tour, champion baseball, conservations areas, Bushwhacker Festival, Cottey College events, home and leisure show, professional rodeo, festival and fairs in neighboring communities.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$5,150.00	State Dollars Reimbursed:	\$1,770.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$1,770.00

Total Project Cost: \$3,540.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	1	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	100%	Total Circulation/Gross Impressions	10,000
Out-of-State Marketing	0%	Inquiries Reported	0

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments This was our first attempt to market recreational tourism, specifically waterfowling. A better placement/location of the board would have improved our exposure.

Research Methods None

Percentage Completed 34%



## FY04 Summary by Individual Project

### DMO Information

Contract Number: 04-05-047-11

**DMO: Sedalia Area Chamber of Commerce/CVB**

Project Name: 2004 Heritage Trail Marketing

Primary Objectives: 1. Increase awareness of Sedalia as a tourist destination. 2. Increase the number of visitors to the area. 3. Increase visitor spending.

Destination Description: Sedalia has a strong history as a railroad center and is also recognized as the birthplace of ragtime music. The area has produced notable people, musicians, journalists, entertainers, artists, and others of interest to tourists. It is also home to the MO State Fairgrounds, which attracts races and other events year-round.

### Budget and Expenditures

State Dollars Budgeted:	\$20,100.00	State Dollars Reimbursed:	\$19,978.61
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$19,978.63
		Total Project Cost:	\$39,957.24

### Marketing Activity Information

TV Ads Placed	0	Brochures Distributed	45,236
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	13	FAM Tours Hosted	0
Magazine Ads Placed	9	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	33%	Total Circulation/Gross Impressions	9,104,236
Out-of-State Marketing	67%	Inquiries Reported	5,716

### Project Outcomes

Did Project Achieve Objectives?	Somewhat		
DMO Comments	Our inquiries are down as was occupancy. However, both attendance at attractions and sales tax revenues demonstrated increases.		
Research Methods	Conversion Study	Conversion Rate:	19.00%
		Return On Investment:	\$28.57
Percentage Completed	99%		

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-05-822-11

##### **DMO: Pomme de Terre Lake Area Chamber of Commerce**

Project Name: We're the Heart of the Ozarks

Primary Objectives: 1. Search for new markets. 2. Increase number of direct inquiries from magazine ads. 3. Increase number of visitors and expenditures for area.

Destination Description: Pomme de Terre is a recreational area attracting both families and retirees. Pomme has historical sites, antiques, arts and crafts, shopping and restaurants as well as area festivals and events, great parks, fishing, and water sports

#### **Budget and Expenditures**

State Dollars Budgeted:	\$9,725.87	State Dollars Reimbursed:	\$5,649.60
Revised Budget Total:	\$8,225.87	Local Matching Dollars:	\$5,649.61

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	5
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	9	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	70%	Total Circulation/Gross Impressions	5,342,608
Out-of-State Marketing	30%	Inquiries Reported	24,744

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments We had great response in the new market of Springfield. We had many more inquiries than in previous years. The increase in visitors helped the entire area and sales tax was up from previous years.

Research Methods Inquiry Tracking

Percentage Completed 69%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-06-035-11

#### **DMO: Jefferson City Convention and Visitors Bureau**

Project Name: Print Advertising in Leisure Market

Primary Objectives: 1. Improve exposure and promote Jefferson City in MO and neighboring states. 2. Place advertising that is cost effective and target market specific. 3. Confirm, through research, that advertising is effective.

Destination Description: We are responsible for marketing the State Capital. Our attractions include the Capitol, Jefferson Landing Historic Site, Governor's Mansion and Garden, Museum of Military History, MO State Highway Patrol Museum, MO Supreme Court, Runge Nature Center, Cole Cty. Historical Society, MO Veterinary Museum, Katy Trail, and State Info Ctr.

### **Budget and Expenditures**

State Dollars Budgeted:	\$33,734.90	State Dollars Reimbursed:	\$22,593.42
Revised Budget Total:	\$25,897.40	Local Matching Dollars:	\$25,897.40

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	5	FAM Tours Hosted	0
Magazine Ads Placed	4	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	59%	Total Circulation/Gross Impressions	24,160,000
Out-of-State Marketing	41%	Inquiries Reported	8,913

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments As a result of the Coop Program, the JCCVB fulfilled more than 30,000 requests for visitors guides and leased three billboards to further promote Jefferson City's leisure market.

Research Methods Conversion Study      Conversion Rate: 14.20%

Return on Investment: \$7.00

Percentage Completed 87%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-06-042-11

**DMO: Hermann Area Chamber of Commerce - Tourism Group**

Project Name: "We're Here All Year"

Primary Objectives: 1. Extend Hermann's tourism season. 2. Encourage more in-state travel to Hermann. 3. Encourage extended lengths of stay.

Destination Description: Historic Hermann is a destination rich in German culture, architectural heritage, wine production and more - near the Katy Trail and on the banks of the Missouri River. Home of several festivals, most notably Maifest and Octoberfest.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$11,176.00	State Dollars Reimbursed:	\$11,176.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$11,262.69
		Total Project Cost:	\$22,438.69

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	356	Trade Shows Attended	0
Newspaper Ads Placed	2	FAM Tours Hosted	0
Magazine Ads Placed	6	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	73%	Total Circulation/Gross Impressions	26,692,000
Out-of-State Marketing	27%	Inquiries Reported	6,715

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments As is indicated in the 2004 Welcome Center totals, we have increased total walk-ins for the whole year. These are not just during what is referred to as "vacation season".

Research Methods Intercept Study  
Web Site Report  
Welcome Center Daily Logs

Percentage Completed 100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-06-048-11

**DMO: Lake of the Ozarks Golf Council, Inc.**

Project Name: Promotions

Primary Objectives: 1. Increase number of inquiries for Lake as a golfing getaway. 2. Increase number of golf rounds played at Lake. 3. Increase # of Golf-A-Round Pkgs. sold.

Destination Description: The Lake of the Ozarks is mid-America's premier vacation, golf, and meeting destination. The 54,000-acre lake is a family-oriented Mecca for water sports plus a variety of recreational activities off the water. The Lake also offers the finest array of restaurants, 200-plus lodging facilities, festivals, fairs and fun year-round.

### **Budget and Expenditures**

State Dollars Budgeted:	\$14,202.00	State Dollars Reimbursed:	\$13,440.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$12,802.13
		Total Project Cost:	\$26,242.13

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	6
Newspaper Ads Placed	0	FAM Tours Hosted	1
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	45%	Total Circulation/Gross Impressions	169,038
Out-of-State Marketing	55%	Inquiries Reported	16,900

### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	These projects are key marketing activities of the Golf Council. CMP funds allow us to accomplish our marketing objectives. Golf shows reach out-of-state golfers and the familiarization tour builds awareness and image.
Research Methods	Advertising Equivalency Report Golf Show Surveys Golf-A-Round Package Survey
Percentage Completed	95%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-06-049-11

**DMO: Lake of the Ozarks Golf Council, Inc.**

Project Name: Advertising

Primary Objectives: 1. Increase number of inquiries for Lake as a golfing getaway. 2. Increase number of golf rounds played. 3. Increase number of Golf-A-Round packages sold.

Destination Description: The Lake of the Ozarks is mid-America's premier vacation, golf, and meeting destination. The 54,000-acre lake is a family-oriented Mecca for water sports plus a variety of recreational activities off the water. The Lake also offers the finest array of restaurants, 200-plus lodging facilities, festivals, fairs and fun year-round.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$35,598.00	State Dollars Reimbursed:	\$35,597.49
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$35,598.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	90,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	1	FAM Tours Hosted	0
Magazine Ads Placed	19	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	48%	Total Circulation/Gross Impressions	4,365,000
Out-of-State Marketing	52%	Inquiries Reported	126,786

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Our advertising raised awareness of the Lake as a golfing destination. Because ads direct readers to our Web site, we had 481,214 visitors to our Web site who actually requested information or took action.

Research Methods Golf-A-Round Packages Comparison  
Golf Round Comparisons  
Preprint Insert Inquiries

Percentage Completed 100%

## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-06-051-11

#### **DMO: City of Lebanon**

Project Name: Leisure Marketing Campaign

Primary Objectives: 1. Increase the number of traveler inquiries for Lebanon. 2. Increase the number of new visitors. 3. Increase the amount of lodging tax generated by visitors.

Destination Description: Lebanon is a gateway to the Lake of the Ozarks and a popular stop along I-44. It is a destination on its own with these attractions: Bennett Spring State Park; Barrels of Fun; Historic Route 66; I-44 Speedway; Mo Fun City; Laclede County Historical Museum; Shepherd Hills Factory Outlet; an outlet mall; and specialty shops.

### **Budget and Expenditures**

State Dollars Budgeted:	\$27,065.50	State Dollars Reimbursed:	\$24,105.38
Revised Budget Total:	\$27,065.50	Local Matching Dollars:	\$24,195.38

Revised Budget Total:	\$27,065.50	Total Project Cost:	\$48,300.76
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	27,103
Radio Ads Placed	0	Trade Shows Attended	3
Newspaper Ads Placed	1	FAM Tours Hosted	1
Magazine Ads Placed	2	Web Sites Developed/Updated	0
Billboards Leased	4	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	63%	Total Circulation/Gross Impressions	3,120,361
Out-of-State Marketing	37%	Inquiries Reported	28,240

### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	The research conducted throughout the year helped us monitor the success of our marketing efforts. The number of visitors increased, room occupancy was up and the lodging tax increased by 5 percent for the fiscal year.
Research Methods	Conversion Study Surveys
Percentage Completed	89%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-06-054-11

##### **DMO: Tri-County Lodging Association**

Project Name: Lake of the Ozarks Public Relations

Primary Objectives: 1. To increase awareness of the Lake as a vacation, group, golf and shopping destination. 2. To generate in excess of \$58 million in lodging revenues. 3. To generate in excess of 100,000 inquiries.

Destination Description: The Lake of the Ozarks is mid-America's premier vacation, golf and meeting destination. The 54,000 acre lake and surrounding area is a family-oriented Mecca for water sports, golf (14 courses), tennis, hiking, hunting, Missouri's largest state park and outlet shopping mall, three show caves, four family fun parks, and three music shows.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$44,025.00	State Dollars Reimbursed:	\$43,383.75
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$43,383.50
		Total Project Cost:	\$86,767.25

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	3
Newspaper Ads Placed	0	FAM Tours Hosted	16
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	13
Videos Distributed	0		
In-State Marketing	7%	Total Circulation/Gross Impressions	253
Out-of-State Marketing	93%	Inquiries Reported	240

#### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	Our public relations efforts produced more than \$2 million in advertising equivalency and along with our advertising, sales, and promotional efforts were instrumental in our ability to reach our project goals.
Research Methods	Surveys-PR and Web site Ad Equivalency Report Lodging Inquiry/Tax Report
Percentage Completed	99%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-07-012-11

**DMO: Washington Area Chamber of Commerce**

Project Name: Washington Brochure

Primary Objectives: 1. To attract visitors to Washington; specifically from MO and surrounding states. 2. To support the staging of special events to draw visitors. 3. To fortify our economic base with tourism dollars.

Destination Description: Washington, located on the banks of the Missouri River, offers visitors quiet charm and historic buildings. They can browse antique shops and specialty shops, taste award-winning wines, dine in one of our wonderful restaurants, and rest in one of our comfortable hotels or quaint bed and breakfasts.

### **Budget and Expenditures**

State Dollars Budgeted:	\$6,089.50	State Dollars Reimbursed:	\$5,873.02
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$5,873.03
		Total Project Cost:	\$11,746.05

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	17	FAM Tours Hosted	0
Magazine Ads Placed	10	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	45%	Total Circulation/Gross Impressions	3,204,800
Out-of-State Marketing	55%	Inquiries Reported	3,059

### **Project Outcomes**

Did Project Achieve Objectives?	Significantly		
DMO Comments	Lead tracking and an intercept study point to visitors responding to ads and eventually spending money in Washington. In particular, Preprint's Spring Insert and AAA Midwest Traveler provided measurable results.		
Research Methods	Lead Tracking Intercept Study Conversion Study	Conversion Rate:	20%
Percentage Completed	96%		

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-07-802-11

**DMO: Chesterfield Chamber of Commerce**

Project Name: Focus on Chesterfield

Primary Objectives: 1. Attract residents of MO and surrounding states to the area. 2. Capitalize on Midwesterners living in MO and surrounding states. 3. Target affluent people.

Destination Description: Conveniently located close to St. Louis, Chesterfield is the best place to stay. Tourists can spend the day at Faust Park and enjoy summer concerts every Tuesday evening. Chesterfield has many fine restaurants, art galleries, great shops, luxurious hotels and an excellent community theater.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$5,007.00	State Dollars Reimbursed:	\$4,962.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$4,962.00

Total Project Cost: \$9,924.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	8	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	60%	Total Circulation/Gross Impressions	3,081,550
Out-of-State Marketing	40%	Inquiries Reported	3,107

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments We received a relatively significant amount of requests for tourism information (3,107) during the project period. This is a large increase over FY2003 requests (485).

Research Methods Lead Tracking

Percentage Completed 99%



## FY04 Summary by

### **DMO Information**

Contract Number: 04-08-003-11

#### **DMO: Carthage CVB**

Project Name: 2004 Leisure Marketing

Primary Objectives: 1. Increase the awareness of Carthage as a destination. 2. Increase the direct spending and length of stay. 3. Expand our overall marketing efforts.

Destination Description: Carthage is home to Precious Moments, Civil War history and Victorian architecture. Its small town charm attracts visitors traveling Rte. 66. The community features several events and festivals throughout the year.

### **Budget and Expenditures**

State Dollars Budgeted:	\$32,820.61	State Dollars Reimbursed:	\$32,802.88
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$32,820.61

TV Ads Placed	0	Brochures Distributed	40,000
Radio Ads Placed	0	Trade Shows Attended	3
Newspaper Ads Placed	23	FAM Tours Hosted	0
Magazine Ads Placed	28	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	41%	Total Circulation/Gross Impressions	6,598,418
Out-of-State Marketing	59%	Inquiries Reported	11,232

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments This project allowed Carthage the opportunity to expand its marketing efforts by 35 percent and put its message out to over 66 million people. The collateral enhanced our ability to showcase the many attributes of Carthage.

Research Methods Inquiry Tracking  
Tradeshow Leads

Percentage Completed 100%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-08-018-11

**DMO: Joplin Convention and Visitors Bureau**

Project Name: Advertising/Joplin Visitors Guide

Primary Objectives: 1. Continue to promote Joplin to external markets. 2. Create visitor information network that supports incremental tourism spending and extended stays. 3. Build a strong, united hospitality industry.

Destination Description: Mid-size drive destination offering easy access and convenient location to major highway. Twenty attractions include several eco-tourism opportunities in close proximity and additional attractions including Precious Moments Chapel and the Joplin Museum complex.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$49,529.00	State Dollars Reimbursed:	\$42,367.59
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$42,367.55

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	9,269
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	4	FAM Tours Hosted	0
Magazine Ads Placed	16	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	300		
In-State Marketing	20%	Total Circulation/Gross Impressions	21,910,531
Out-of-State Marketing	80%	Inquiries Reported	20,153

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Bed tax collections came in slightly up in Joplin for FY04. Occupancy rates were also up 1 percent for the year. Total leads generated by all of our advertising efforts increased by 29 percent.

Research Methods Create ROI scale of leads  
Track web site hits

Percentage Completed 86%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-08-023-11

**DMO: Indian Point Chamber of Commerce, Inc.**

Project Name: 2004 Direct Response Ads and Map Brochure

Primary Objectives: 1. Increase occupancy at Indian Point lodging properties. 2. Increase visitors to non-lodging properties. 3. Develop Internet marketing programs.

Destination Description: The Indian Point vacation area on Table Rock Lake is four miles west of the Branson entertainment district and is the location of the Silver Dollar City theme park. Indian Point offers lodging, campgrounds, RV parks, marinas, restaurants, stores, fishing, water sports, Silver Dollar City festivals, and proximity to Branson.

### **Budget and Expenditures**

State Dollars Budgeted:	\$15,000.00	State Dollars Reimbursed:	\$13,138.49
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$13,138.50

Total Project Cost: \$26,276.99

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	4	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	36
Videos Distributed	0		
In-State Marketing	24%	Total Circulation/Gross Impressions	7,733,395
Out-of-State Marketing	76%	Inquiries Reported	22,877

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Preliminary sales tax data indicates an increase in revenue from overnight visitors.

Research Methods Inquiry Tracking

Percentage Completed 88%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-08-027-11

**DMO: Table Rock Lake/Kimberling City Area Chamber of Commerce**

Project Name: Table Rock Lake - 2004

Primary Objectives: 1. To grow the tourism base by bringing in a greater number of visitors. 2. Increase length of stay and expenditures. 3. Extend the tourism season in TRL.

Destination Description: Beautiful Table Rock Lake with 745 miles of shoreline is a family's haven, fishermen's paradise, boating and water activist's dream and a golfer's getaway. The area offers year-round festivals and events and is minutes from a variety of attractions in and around Branson.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$50,000.00	State Dollars Reimbursed:	\$46,723.22
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$46,723.23

#### **Marketing Activity Information**

TV Ads Placed	124	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	6	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	20%	Total Circulation/Gross Impressions	8,634,000
Out-of-State Marketing	80%	Inquiries Reported	23,857

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments Although domestic travel was down for this region during 2004, the number of visitors would have been considerably less without effective marketing. However, TRL continues to show an increase in length of stay.

Research Methods Conversion Study  
Web Usage Report  
Intercept Study  
Conversion Rate: 32%

Percentage Completed 93%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-08-043-11

**DMO: Downtown Branson Main Street Association**

Project Name: Creating Experiences for a Lifetime

Primary Objectives: 1. Increase first time visitors. 2. Increase the number of nightly stays. 3. Increase sales tax revenues through the redevelopment stages.

Destination Description: Downtown Branson is a compact historic business district with over 100 shops and recreation opportunities on Lake Taneycomo. The area has six annual outdoor festivals and two annual parades. A waterfront revitalization project is now under way.

### **Budget and Expenditures**

State Dollars Budgeted:	\$49,610.00	State Dollars Reimbursed:	\$33,172.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$33,172.00

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	400,000
Radio Ads Placed	1,320	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	1
Billboards Leased	6	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	66%	Total Circulation/Gross Impressions	17,253,641
Out-of-State Marketing	34%	Inquiries Reported	19,149

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Sales tax numbers are up 6 percent and through our survey results we have found that nightly rentals and longer stays are up 3.5 percent.

Research Methods Intercept Study  
Conversion Study Conversion Rate: 40%

Percentage Completed 67%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-08-044-11

**DMO: Branson Veterans Task Force, Inc.**

Project Name: Branson Veterans Task Force

Primary Objectives: 1. Increase military reunions by 50 percent Vietnam Vet Reunions by 20 percent. 2. Promote outdoor festival focused on Vietnam vets and families. 3. Collect 2000 Vet histories and increase Vet registry by 20 percent..

Destination Description: Branson is a remarkable vacation destination with more than 40 theaters, three lakes, 12 golf courses, three theme parks, a multitude of shopping including three outlet malls, dozens of family entertainment centers, hundreds of restaurants and lodging facilities. Events include BVTF sponsored Veterans Homecoming and SummerFest.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$39,203.28	State Dollars Reimbursed:	\$8,874.71
Revised Budget Total:	\$10,555.87	Local Matching Dollars:	\$8,874.71
		Total Project Cost:	\$17,749.42

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	100,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	4	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	25%	Total Circulation/Gross Impressions	3,850,000
Out-of-State Marketing	75%	Inquiries Reported	105

#### **Project Outcomes**

Did Project Achieve Objectives?	Little
DMO Comments	Limited response from ads
Research Methods	None
Percentage Completed	84%

## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-09-005-11

**DMO: Rolla Area Chamber of Commerce and Visitor Center**

Project Name: Rolla Tourism Promotion

Primary Objectives: 1. Overnight information stop for the "Pass Through" visitor. 2. Extended weekend getaway. 3. Destination for travel planners and tour operators.

Destination Description: Rolla is ranked as one of the top 100 "best small towns in the U.S." It offers visitors six area wineries; an antique car museum; steam locomotives; Ozark Actors Theatre with year-round plays; a Stonehenge replica; a mineral museum, mine tour, and a working mine at UMR; Geology Museum; tours of the U.S.G.S. mapping facility; the Route 66 Summerfest and other festivals.

### **Budget and Expenditures**

State Dollars Budgeted:	\$6,005.50	State Dollars Reimbursed:	\$4,227.50
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$4,227.50

		Total Project Cost:	\$8,455.00
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	17,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	4	Web Sites Developed/Updated	0
Billboards Leased	1	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	53%	Total Circulation/Gross Impressions	21,319,850
Out-of-State Marketing	47%	Inquiries Reported	18

### **Project Outcomes**

Did Project Achieve Objectives? Little

DMO Comments The billboards were the only thing in our project that generated any responses for us.

Research Methods Visitor center surveys

Percentage Completed 70%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-09-801-11

**DMO: City of West Plains Tourism Development Advisory**

Project Name: Special Event Marketing

Primary Objectives: 1. Develop special events into major tourist attractions. 2. Increase extended overnight stays.  
3. Increase tourism expenditures.

Destination Description: Located in the midst of the Ozark Mountain Country, West Plains is the commercial center of the region and the hub of seven scenic rivers and five historic mills. West Plains hosts two conventions annually, the Ozark Heritage Festival, and the Juried Arts Festival with plenty of motels, restaurants and shopping.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$11,762.00	State Dollars Reimbursed:	\$9,385.35
Revised Budget Total:	\$9,919.11	Local Matching Dollars:	\$9,385.36

TV Ads Placed	81	Brochures Distributed	30,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	8	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	71%	Total Circulation/Gross Impressions	5,990,545
Out-of-State Marketing	29%	Inquiries Reported	8,179

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Attendance at special events increased as did overnight stays. Tourism expenditures have contributed to a steady increase in the sales tax .

Research Methods Visitor count  
Tax reports

Percentage Completed 95%

## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-10-024-11

**DMO: Convention and Visitor Bureau of Ste. Genevieve**

Project Name: Promoting Ste. Genevieve

Primary Objectives: 1. Increase tourism revenues from dining, shopping and overnight stays. 2. Establish Ste. Genevieve as a historic tourism site. 3. Increase awareness.

Destination Description: Ste. Genevieve is an authentic French colonial village. It has the largest collection of vertical log French Colonial Architecture in North America and numerous tourist-oriented events and festivals.

### **Budget and Expenditures**

State Dollars Budgeted:	\$15,924.50	State Dollars Reimbursed:	\$14,006.28
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$14,006.28

Revised Budget Total:	\$0.00	Total Project Cost:	\$28,012.56
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	100,000
Radio Ads Placed	12	Trade Shows Attended	2
Newspaper Ads Placed	65	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	4
Videos Distributed	0		
In-State Marketing	72%	Total Circulation/Gross Impressions	41,838,749
Out-of-State Marketing	28%	Inquiries Reported	6,858

### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	We recorded an increase in visitors, revenue from the tourism tax, and Web site activity.
Research Methods	Tax monitoring Interviews w/B and B Owners Web site activity
Percentage Completed	88%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-10-814-11

##### **DMO: Sikeston-Miner Convention and Visitors Bureau**

Project Name: Leisure Travel Campaign FY04

Primary Objectives: 1. Attract visitors dollars to the communities. 2. Increase overnight visitors by 5 percent.  
3. Educate leisure travelers to opportunities and attractions in area.

Destination Description: Sikeston and Miner's location on I-55 makes the potential growth of this market very viable. Our Jaycee Bootheel Rodeo draws around 40,000 guests during a four-day period. We also are home of the original Lambert's Café, Sikeston Factory Outlet Stores, and so much more.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$10,304.00	State Dollars Reimbursed:	\$10,285.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$10,285.00

TV Ads Placed	0	Brochures Distributed	20,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	9	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	26%	Total Circulation/Gross Impressions	2,766,000
Out-of-State Marketing	74%	Inquiries Reported	13,054

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments We have mailed visitors guides to interested leisure travelers and reached 50 percent more potential travelers than our budget would allow.

Research Methods Mailing Labels  
Call Logs

Percentage Completed 100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-10-815-11

**DMO: Sikeston-Miner Convention and Visitors Bureau**

Project Name: Group Travel Campaign FY04

Primary Objectives: 1. Attract visitor dollars to the communities. 2. Promote and encourage travel of group tours. 3. Advertise our tourist attractions and make accessible to travelers.

Destination Description: Sikeston and Miner's location on I-55 makes the potential growth of this market very viable. Our Jaycee Bootheel Rodeo draws around 40,000 guests during a four day period. We also are home of the original Lambert's Café, Sikeston Factory Outlet Stores, and so much more.

### **Budget and Expenditures**

State Dollars Budgeted:	\$5,220.00	State Dollars Reimbursed:	\$4,613.50
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$4,613.50

Revised Budget Total:	\$0.00	Total Project Cost:	\$9,227.00
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	4
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	2	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	300		
In-State Marketing	37%	Total Circulation/Gross Impressions	895,300
Out-of-State Marketing	63%	Inquiries Reported	804

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments We have advertised in Group Leaders magazines and attended Glamer trade shows and reached thousands of group leaders. We have distributed over 150 DVDs to these group leaders as well.

Research Methods Lead Tracking  
Follow-up flyers  
Profile Sheets

Percentage Completed 88%

**FY04 Summary by**

**DMO Information**

Contract Number: 04-00-017-22

**DMO: Missouri Travel Council**

Project Name: Missouri Showcase 2003 (FY04)

Primary Objectives: Increase group tour expenditures in MO by conducting a familiarization tour and marketplace for qualified group travel planners.

Destination Description: This project is an event that markets the entire state of Missouri. The emphasis of the FAM will be placed on the eastern side of the state in 2003.

**Budget and Expenditures**

State Dollars Budgeted:	\$9,880.00	State Dollars Reimbursed:	\$8,242.37
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$8,242.37

**Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	1
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	12%	Total Circulation/Gross Impressions	41
Out-of-State Marketing	88%	Inquiries Reported	35

**Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Travel planners that responded to the survey booked at least 35 new tours into Missouri as a result of participating in the 2003 Showcase FAM.

Research Methods Other Survey

Percentage Completed 83%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-00-020-22

#### **DMO: Bed and Breakfast Inns of Missouri**

Project Name: BBIM Marketing

- Primary Objectives:
1. Increase exposure of member Inns.
  2. Increase in additional room nights.
  3. A 20% increase in overall inquiries.

Destination Description: Member Bed and Breakfast Inns located all over the state of Missouri.

### **Budget and Expenditures**

State Dollars Budgeted:	\$10,000.00	State Dollars Reimbursed:	\$6,030.54
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$6,294.72

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	40,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	11	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	70%	Total Circulation/Gross Impressions	2,858,000
Out-of-State Marketing	30%	Inquiries Reported	8,835

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments BBIM exposure increased. Room nights remained steady even with downturn in economy. Overall inquiries still positive.

Research Methods Fulfillment

Percentage Completed 60%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-01-026-33

**DMO: St. Joseph Convention and Visitors Bureau**

Project Name: Convention and Sporting Event Marketing

Primary Objectives: 1. Implement marketing programs designed to maximize economic impact of visitor dollars. 2. Increase total occupied rooms. 3. Provide quality, attractive fulfillment materials in a timely manner.

Destination Description: St. Joseph is a contemporary city blended with more than 150 years of history - creating a city of contrasts and character. Major attractions include: Pony Express Museum; Jesse James Home; Patee House Museum; Glore Psychiatric Museum; St. Joseph Museum; St. Jo Frontier Casino; Stetson Hat Outlet; Heritage Park.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$17,150.00	State Dollars Reimbursed:	\$16,660.62
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$17,150.00
		Total Project Cost:	\$33,810.62

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	6
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	12	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	30%	Total Circulation/Gross Impressions	202,240
Out-of-State Marketing	70%	Inquiries Reported	534

#### **Project Outcomes**

Did Project Achieve Objectives?	Somewhat
DMO Comments	Increased overall visitation to St. Joseph as indicated by hotel occupancy and number of convention delegates in FY04. There is still a significant number of undecided potential leads.
Research Methods	Info Tracking Software Web site Hits and Inquiries
Percentage Completed	97%



## FY04 Summary by Individual Project

### DMO Information

Contract Number: 04-04-029-33

**DMO: Convention and Visitors Bureau of Greater Kansas City**

Project Name: Convention Print Advertising

Primary Objectives: 1. Exceed room night consumption of 550,000 total room nights. 2. Monitor and add bookings so they are on pace to consume 570,000+ room nights in 2004. 3. Exceed lead generation goal of 1,200,000 room nights.

Destination Description: Kansas City is the "Heart of America." All year long the city offers unique shopping, restaurants, museums, galleries, theaters, festivals, full-gaming casinos, concerts, night spots, and professional sports. Whatever your tastes, the great sights and sounds of Kansas City make for an unforgettable experience.

### Budget and Expenditures

State Dollars Budgeted:	\$60,000.00	State Dollars Reimbursed:	\$8,448.36
Revised Budget Total:	\$8,448.36	Local Matching Dollars:	\$8,448.36

### Marketing Activity Information

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	2	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	5%	Total Circulation/Gross Impressions	106,027
Out-of-State Marketing	95%	Inquiries Reported	792

### Project Outcomes

Did Project Achieve Objectives? Not at all

DMO Comments The FY04 Convention Sales advertising program was terminated after only two magazine insertions due to very low response.

Research Methods Tracking of toll free number

Percentage Completed 100%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-06-050-33

##### **DMO: City of Lebanon**

Project Name: Convention Marketing

Primary Objectives: 1. Increase number of inquiries from meeting planners and other event planners. 2. Increase number of visitors and length of stay. 3. Increase number of meetings, conventions, and other trade events in Lebanon.

Destination Description: Lebanon is a gateway to the Lake of the Ozarks and a popular stop along I-44. It is a destination on its own with these attractions: Bennett Spring State Park; Barrels of Fun; Historic Route 66; I-44 Speedway; Mo Fun City; Laclede County Historical Museum; Shepherd Hills Factory Outlet; an outlet mall; and specialty shops.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$10,870.00	State Dollars Reimbursed:	\$4,769.65
Revised Budget Total:	\$10,870.00	Local Matching Dollars:	\$4,769.66
		Total Project Cost:	\$9,539.31

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	350
Radio Ads Placed	0	Trade Shows Attended	1
Newspaper Ads Placed	0	FAM Tours Hosted	1
Magazine Ads Placed	1	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	95%	Total Circulation/Gross Impressions	575
Out-of-State Marketing	5%	Inquiries Reported	102

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments We are responding to inquiries received from an ad in MSAE Directory. We had 66 leads from trade shows, 9 meeting planners on FAM tour, more than 15% increase in meetings booked, 5 percent increase in hotel tax collections.

Research Methods Surveys

Percentage Completed 44%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-07-040-33

#### **DMO: St. Louis Convention and Visitors Commission**

Project Name: Conventions and Meetings Trade Adv.

Primary Objectives: 1. Build relationships with key customers  
2. Increase direct spending  
3. Communicate distinct image of St. Louis focusing on previously defined support points.

Destination Description: A cosmopolitan Mississippi River destination, St. Louis is best known for 1) a wide variety of cultural, family and sports attractions 2) more than a thousand one-of-a-kind restaurants and great dining experiences 3) and an exciting and authentic live music and nightlife scene.

### **Budget and Expenditures**

State Dollars Budgeted:	\$60,000.00	State Dollars Reimbursed:	\$58,789.74
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$61,474.65

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	32	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	4%	Total Circulation/Gross Impressions	593,144
Out-of-State Marketing	96%	Inquiries Reported	314

### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	The success of the meetings/conventions ad campaign has resulted in an increased interest in St. Louis along with a substantial increase in definite bookings.
Research Methods	Designated 800# for each publication Specific URL address for M and C Leads from CVC ads in trade pubs
Percentage Completed	98%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-07-053-33

**DMO: Greater St Charles Convention and Visitors Bureau**

Project Name: Meeting/Convention/Sports Marketing

Primary Objectives: 1. Increase awareness of the new Convention Center. 2. Increase bookings from all groups.  
3. Increase professional contact network with planners.

Destination Description: Three historic districts, shopping, dining, museums, four major festivals, casino, Katy Trail, riverboat cruises.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$60,000.00	State Dollars Reimbursed:	\$38,848.95
Revised Budget Total:	\$55,000.00	Local Matching Dollars:	\$55,000.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	220
Radio Ads Placed	0	Trade Shows Attended	12
Newspaper Ads Placed	0	FAM Tours Hosted	2
Magazine Ads Placed	6	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	1
Videos Distributed	0		
In-State Marketing	20%	Total Circulation/Gross Impressions	126,941
Out-of-State Marketing	80%	Inquiries Reported	160

#### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	Seventeen events have been booked at the Convention Center and there are numerous inquiries. New inquiries from planners are being received.
Research Methods	Lead tracking Bookings Economic Impact Analysis
Percentage Completed	71%

## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-08-004-33

**DMO: Carthage CVB**

Project Name: 2004 Small Meetings Marketing

- Primary Objectives:
1. Increase the awareness of Carthage as a destination.
  2. Increase the direct spending and length of time.
  3. Expand our overall marketing efforts.

Destination Description: Carthage is home to Precious Moments, Civil War history and Victorian architecture. Its small-town charm attracts visitors traveling Rte. 66. The community features several events and festivals throughout the year.

### **Budget and Expenditures**

State Dollars Budgeted:	\$4,698.00	State Dollars Reimbursed:	\$4,642.11
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$4,698.00

		Total Project Cost:	\$9,340.11
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	3
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	8	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	88%	Total Circulation/Gross Impressions	79,628
Out-of-State Marketing	12%	Inquiries Reported	1,642

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments This contract allowed Carthage to put its message out to over 78,000 people. The collateral enhanced the ability to expand the length of time and direct spending visitor and exposed Carthage to the Small Meeting Market.

Research Methods Inquiry Tracking  
Tradeshow Leads

Percentage Completed 99%

### FY04 Summary by Individual Project

#### DMO Information

Contract Number: 04-08-008-33

**DMO: Springfield Convention and Visitors Bureau, Inc.**

Project Name: Convention Marketing Project

Primary Objectives: 1. Encourage the development of tourism in Springfield. 2. Increase overnight travel and occupied rooms. 3. Meet the five measurable objectives outlined in group sales section of the CVB Marketing Plan.

Destination Description: Springfield is a metropolitan area with major attractions that include Bass Pro Shops Outdoor World, Wonders of Wildlife, Fantastic Caverns, Exotic Animal Paradise, and more. There are 5400 rooms in 58 hotels and motels, many with meeting space. A new expo center and minor league baseball stadium are under construction.

#### Budget and Expenditures

State Dollars Budgeted:	\$60,000.00	State Dollars Reimbursed:	\$55,523.07
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$55,523.08
		Total Project Cost:	\$111,046.15

#### Marketing Activity Information

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	10
Newspaper Ads Placed	0	FAM Tours Hosted	2
Magazine Ads Placed	28	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	2
Videos Distributed	0		
In-State Marketing	4%	Total Circulation/Gross Impressions	1,058,210
Out-of-State Marketing	96%	Inquiries Reported	1,122

#### Project Outcomes

Did Project Achieve Objectives?	Significantly
DMO Comments	We have booked approximately 52,000 room nights in Springfield and still have prospects and leads generated from this project. This project has also created awareness for Springfield and MO.
Research Methods	Infotrac Convention Sales Software
Percentage Completed	93%



## FY04 Summary by Individual Project

## **DMO Information**

Contract Number: 04-08-019-33

DMO: Joplin Convention and Visitors Bureau

Project Name: Convention and Sports

**Primary Objectives:**

1. Continue to promote Joplin to external markets.
2. Create visitor information network that supports incremental tourism spending and extended stays.
3. Build a strong, united hospitality industry.

**Destination Description:** Midsize drive destination offering easy access and convenient location to major highway. Twenty attractions include several eco-tourism opportunities in close proximity and additional attractions including Precious Moments Chapel and the Joplin Museum complex.

## Budget and Expenditures

**State Dollars Budgeted:** \$17,497.50      **Local Matching Dollars:** \$4,468.46  
**Revised Budget Total:** \$0.00      **Total Project Cost:** \$8,936.92

## **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	2
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	2	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	2
Videos Distributed	0		
In-State Marketing	34%	Total Circulation/Gross Impressions	53,956
Out-of-State Marketing	66%	Inquiries Reported	83

# Project Outcomes

Did Project Achieve Objectives? Little

**DMO Comments** Due to personnel changes at the Joplin CVB, the marketing objectives pertaining to this contract were not accomplished in an effective manner.

Research Methods      Create databases

Percentage Completed 26%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-08-031-33

**DMO: Branson/Lakes Area Chamber of Commerce/CVB**

Project Name: Convention Advertising (Print)

Primary Objectives: 1. Create incremental visitation to Branson Market. 2. Evolve Branson's audience to include the next generation. 3. Maintain Branson's current audience.

Destination Description: In Branson, MO beats the heart of entertainment. Guests can enjoy more than 100 shows, including legendary performers. Visitors can experience world famous theme parks along with a myriad of other activities such as golf, fishing, soft adventure, and shopping.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$60,000.00	State Dollars Reimbursed:	\$20,040.00
Revised Budget Total:	\$20,040.00	Local Matching Dollars:	\$40,080.00

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	7	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	3%	Total Circulation/Gross Impressions	293,381
Out-of-State Marketing	97%	Inquiries Reported	92

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments Through 9/04 most indicators point to a slight improvement. Professional meeting planners RFPs from all sources are up 93 percent over 2003 while maintaining traditional core visitor base.

Research Methods Inquiry Tracking  
Follow-up calls to inquiries  
Maintain active files on inquiries

Percentage Completed 100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-01-061-44

**DMO: St. Joseph Convention and Visitors Bureau**

Project Name: Leisure Media Campaign

Primary Objectives: 1. Increase visibility to the leisure traveler  
2. Project first-class image

Destination Description: St. Joseph is a contemporary city blended with more than 150 years of history - creating a city of contrasts and character. Major attractions include: Pony Express Museum; Jesse James Home; Patee House Museum; Glore Psychiatric Museum; St. Joseph Museum; St. Jo Frontier Casino; Stetson Hat Outlet; Heritage Park.

### **Budget and Expenditures**

State Dollars Budgeted:	\$70,220.00	State Dollars Reimbursed:	\$70,220.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$70,220.00

Revised Budget Total:	\$0.00	Total Project Cost:	\$140,440.00
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	504	Trade Shows Attended	0
Newspaper Ads Placed	1	FAM Tours Hosted	0
Magazine Ads Placed	21	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	57%	Total Circulation/Gross Impressions	33,932,308
Out-of-State Marketing	43%	Inquiries Reported	92,753

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments This marketing program has increased our number of inquiries generated which is directly related to increasing our visibility as a visitor destination. This program allows us to portray St. Joseph as a first-class community to the target markets we are seeking.

Research Methods Cost per inquiry analysis  
Inquiry Tracking  
Conversion Study

Conversion Rate: 36.00%

Percentage Completed 100%

### **FY04 Summary by Individual Project**

#### **DMO Information**

Contract Number: 04-04-059-44

**DMO: City of Independence - Tourism Department**

Project Name: Heritage Sites Marketing

Primary Objectives: 1. Develop media plan to target the general consumer utilizing regional drive markets. 2. Develop media plan to target group tour mkt. via industry publications. 3. Identify opportunities to partner regionally and with the state tourism office.

Destination Description: The fourth largest city in the state, Independence has a rich and compelling history. It is the home of Harry S Truman and the beginning of the Santa Fe, Oregon and California Trails. Heritage tour themes include Truman, frontier trails, religious history, Victorian, pioneer, and contemporary architecture.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$63,648.00	State Dollars Reimbursed:	\$63,648.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$70,154.00
		Total Project Cost:	\$133,802.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	2	FAM Tours Hosted	0
Magazine Ads Placed	29	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	26%	Total Circulation/Gross Impressions	23,446,424
Out-of-State Marketing	74%	Inquiries Reported	21,240

#### **Project Outcomes**

Did Project Achieve Objectives?	Somewhat
DMO Comments	Advertising reader response leads increased significantly (by 35 percent). Attraction attendance is down at several sites. Lodging income is up, which is the most significant indicator.
Research Methods	Economic impact/visitor profile study Group Tour follow-up Fulfillment survey cards
Percentage Completed	100%

## FY04 Summary by Individual Project

### DMO Information

Contract Number: 04-04-064-44

**DMO: Convention and Visitors Bureau of Greater Kansas City**

Project Name: 2003/2004 Summer Television

Primary Objectives: 1. Increase domestic share of destination/overnight visitors to KC 2. Increase traveler spending  
3. Increase media reach and frequency

Destination Description: Kansas City has a flavor all its own. From the moment people arrive here, they feel the beat of a city on the move. You can draw a straight line and connect five distinct entertainment areas - the river market, downtown, Crown Center/Union Station, Westport, and the Country Club Plaza. Each offers a unique blend of dining, shopping and fun things to do. Whatever your tastes, the great sights and sounds that are uniquely Kansas City make for an unforgettable experience.

### Budget and Expenditures

State Dollars Budgeted:	\$357,896.00	State Dollars Reimbursed:	\$349,064.86
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$351,389.00

Revised Budget Total:	\$0.00	Total Project Cost:	\$700,453.86
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### Marketing Activity Information

TV Ads Placed	3,637	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	28%	Total Circulation/Gross Impressions	36,725,000
Out-of-State Marketing	72%	Inquiries Reported	2,573

### Project Outcomes

Did Project Achieve Objectives? Significantly

DMO Comments Metrics to determine objectives 1 and 2 are not currently in place. The overall television media spend was cut from the original plan by approximately \$90,000. Instead of the \$105,000/\$685,000 Q1/Q4 spending split (total \$790,000) outlined in the application, the actual split was \$117,719/\$585,060 (total \$702,239). Still, more than \$700,000 was placed in primary feeder markets. The Cedar Rapids, Iowa DMA was added in Q4.

Research Methods Tracking by DMA  
Web Visitor Tracking  
Hotel Revenues

Percentage Completed 98%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-06-062-44

**DMO: Lake of the Ozarks Convention and Visitors Bureau**

Project Name: Extend the Season Ad Campaign

- Primary Objectives:
1. Extend our season
  2. Extend the length of the customers visit
  3. To generate in excess of \$58 million of accommodations revenue

Destination Description: The Lake of the Ozarks is the premier family vacation, golf and meeting destination in America's heartland. The 54,000-acre lake is a family-oriented Mecca for anglers, swimmers, boaters, water-skiers and sailors. Recreation opportunities include golf, tennis, hiking, hunting, many festivals and fairs, shopping, show caves, fun parks, and antique stores. The lake area is also the home to Missouri's largest state park.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$348,703.00	State Dollars Reimbursed:	\$348,703.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$421,004.00
		Total Project Cost:	\$769,707.00

#### **Marketing Activity Information**

TV Ads Placed	356	Brochures Distributed	0
Radio Ads Placed	1,284	Trade Shows Attended	0
Newspaper Ads Placed	120	FAM Tours Hosted	0
Magazine Ads Placed	65	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	7%	Total Circulation/Gross Impressions	150,344,536
Out-of-State Marketing	93%	Inquiries Reported	101,146

#### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	Lodging tax collections, sales tax revenues, and inquiries for vacation guides indicate we were well ahead of our expectations.
Research Methods	Inquiry Tracking Lodging Tax Collections Visitor Profile Study
Percentage Completed	100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-07-058-44

**DMO: Greater St Charles Convention and Visitors Bureau**

Project Name: Leisure Visitor Marketing

Primary Objectives: 1. Increase awareness of the new convention center. 2. Increase group bookings. 3. Increase contact with planners.

Destination Description: Three historic districts, shopping, dining, museums, four major festivals, casino, Katy Trail, riverboat cruises.

### **Budget and Expenditures**

State Dollars Budgeted:	\$79,281.00	State Dollars Reimbursed:	\$79,281.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$95,719.00

### **Marketing Activity Information**

TV Ads Placed	218	Brochures Distributed	0
Radio Ads Placed	30	Trade Shows Attended	0
Newspaper Ads Placed	52	FAM Tours Hosted	0
Magazine Ads Placed	20	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	52%	Total Circulation/Gross Impressions	31,972,300
Out-of-State Marketing	48%	Inquiries Reported	10,614

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Lewis and Clark Bicentennial had an attendance of over 250,000. More visitors to our center indicated that it was a first-time visit. There was also an increase in small social groups. The successes reported for leisure visitors are directly attributable to the co-op program since this project constitutes the majority of marketing expenditures outside of the St. Louis metro area.

Research Methods Economic Impact Analysis      Return on Investment: \$369.70

Percentage Completed 100%

### **FY04 Summary by Individual Project**

#### **DMO Information**

Contract Number: 04-07-060-44

**DMO: St. Louis Convention and Visitors Commission**

Project Name: FY04 Destination Advertising

Primary Objectives: 1. Promote St. Louis as a value destination with many quality and free attractions 2. Focus on branding messages to support our positioning in all marketing communications 3. Expand Internet capabilities through online hotel bookings, e-com, etc.

Destination Description: A cosmopolitan Mississippi River destination, St. Louis is best known for 1) a wide variety of cultural, family and sports attractions 2) more than a thousand one-of-a-kind restaurants and great dining experiences 3) and an exciting and authentic live music and nightlife scene.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$362,426.00	State Dollars Reimbursed:	\$362,426.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$438,774.00

Revised Budget Total:	\$0.00	Total Project Cost:	\$801,200.00
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#### **Marketing Activity Information**

TV Ads Placed	2,285	Brochures Distributed	0
Radio Ads Placed	93	Trade Shows Attended	0
Newspaper Ads Placed	66	FAM Tours Hosted	0
Magazine Ads Placed	16	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	21
Videos Distributed	0		
In-State Marketing	25%	Total Circulation/Gross Impressions	104,653,366
Out-of-State Marketing	75%	Inquiries Reported	25,388

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments The success of the leisure ad campaign in promoting St. Louis as a value vacation destination and focusing on the music, nightlife, dining, and attractions has resulted in a 45 percent increase in leads and a substantial increase in leisure trips w/hotel stays. The CVC Web site experienced the highest one-day spike ever two days after the hotel package insert appeared in newspapers. Due to high insert response, CVC had to reprint 100,000 copies of the hotel package brochure.

Research Methods Designated 800 for each pub Specific URL addresses for ads Conversion Study

Conversion Rate: 48.40%

Percentage Completed 100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-08-063-44

**DMO: Springfield Convention and Visitors Bureau, Inc.**

Project Name: Leisure Advertising Campaign

Primary Objectives: Increase tourism expenditures from primary feeder markets among adults within a 500-mile radius

Destination Description: Springfield is a city with a metropolitan area population of more than 325,000. Major attractions include Bass Pro Shops Outdoor World, Wonders of Wildlife, Fantastic Caverns, Exotic Animal Paradise, and more. There are 5,400 rooms in 58 hotels and motels. The city has a new expo center and a minor league baseball stadium complete with a new AA franchise team, the Springfield Cardinals.

### **Budget and Expenditures**

State Dollars Budgeted:	\$362,426.00	State Dollars Reimbursed:	\$362,426.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$365,981.53
		Total Project Cost:	\$728,407.53

### **Marketing Activity Information**

TV Ads Placed	1,636	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	40	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	13%	Total Circulation/Gross Impressions	92,481,117
Out-of-State Marketing	87%	Inquiries Reported	41,121

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments In a year when many destinations were seeing decreases in travel, Springfield experienced a 2.3 percent increase in overnight stays and a 2 percent increase in the number of visitors that stated Springfield was their final destination. Adults comprised 67 percent of the leisure market or a 7 percent increase over 2002. Conversion rates overall increased 4.7 percent to nearly 47 percent.

Research Methods Conversion Study  
Visitor Profile Study  
Inquiry Tracking Conversion Rate: 46.90%  
Return on Investment: \$213.33

Percentage Completed 100%

### **FY04 Summary by Individual Project**

#### **DMO Information**

Contract Number: 04-08-065-44

**DMO: Branson/Lakes Area Chamber of Commerce/CVB**

Project Name: Spring Spot Television Campaign

- Primary Objectives:
1. Build awareness
  2. Attract first-time visitors
  3. Increase overnight visitation

Destination Description: In Branson, MO beats the heart of entertainment. Guests can enjoy legendary performers, world famous theme parks, championship golf, world-class fishing, lake activities, soft adventure, and spectacular shopping. Seasonal events delight visitors year-round.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$357,896.00	State Dollars Reimbursed:	\$357,896.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$1,189,195.00

Revised Budget Total:	\$0.00	Total Project Cost:	\$1,547,091.00
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#### **Marketing Activity Information**

TV Ads Placed	4,278	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	7	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	26%	Total Circulation/Gross Impressions	106,228,983
Out-of-State Marketing	74%	Inquiries Reported	14,331

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments Room occupancy is up +2.6 percent; Room demand up 0.5 percent; First time visitors up 2.5 percent; Overall visitation 0.0 percent (flat) Focus Group results: 49 percent of residents in target markets saw the advertising; Of the top destinations, Branson was the #1 recalled; 37 percent recalled "Spring Fever" campaign; 59.4 percent indicated that the ad effected them positively; 14.9 percent indicated ads increased their likelihood of visiting

Research Methods Smith Travel research  
In-market surveys  
Ad Effectiveness study

Percentage Completed 100%



## FY04 Summary by Individual Project

### DMO Information

Contract Number: 04-05-055-55

**DMO: Warrensburg Chamber of Commerce and Visitor Center**

Project Name: "Heritage" Warrensburg, Missouri

Primary Objectives: 1. Attract visitors to Warrensburg who are interested in history and historical sites 2. Expand the current marketing pieces available to visitors 3. Increase the lodging tax numbers

Destination Description:

### Budget and Expenditures

State Dollars Budgeted:	\$994.56	State Dollars Reimbursed:	\$928.75
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$928.75

### Marketing Activity Information

TV Ads Placed	0	Brochures Distributed	10,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	25%	Total Circulation/Gross Impressions	3,950
Out-of-State Marketing	75%	Inquiries Reported	1,732

### Project Outcomes

Did Project Achieve Objectives? Somewhat

DMO Comments

Research Methods Inquiry Tracking

Percentage Completed 93%

MDT Comments Research not required in Small Project Marketing category.

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-05-057-55

**DMO: Clinton Area Chamber of Commerce/CVB**

Project Name: "Clinton, exactly where you want to be."

Primary Objectives: 1. Increase the number of tourists to Clinton area. 2. Increase tourism revenue in the area. 3. Product quality marketing tools: brochures, ads, display items.

Destination Description: Clinton is the western trailhead for Katy Trail State park and located on the Grand River arm of Truman Lake, hosting several festivals year round. Clinton has the largest downtown square in the state of MO and is recognized statewide for the outstanding Downtown Main Street.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$1,665.00	State Dollars Reimbursed:	\$1,665.00
Revised Budget Total:	\$0.00	Total Project Cost:	\$3,330.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	28,500
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	78%	Total Circulation/Gross Impressions	19,750
Out-of-State Marketing	22%	Inquiries Reported	281

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments The brochures have allowed us to target specific markets. Targeted markets such as the sport show made it possible to do accurate and immediate tracking. Info packet and Web site requests have increased.

Research Methods None required in this category

Percentage Completed 100%

MDT Comments Research not required in Small Project Marketing category.



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-01-069-56

**DMO: Pony Express Region Tourism Commission**

Project Name: Pony Express Region Marketing

Primary Objectives: 1. Increase awareness of NW MO. 2. Increase number of visitors. 3. Provide a marketing outlet for small communities.

Destination Description: The Pony Express Region has close to 2,000 hotel rooms and dozens of unique attractions and events. The region offers visitors a journey through time and the opportunity to discover history isn't just interesting - it's downright fun!.

### **Budget and Expenditures**

State Dollars Budgeted:	\$2,600.00	State Dollars Reimbursed:	\$2,600.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$2,600.00

TV Ads Placed	0	Brochures Distributed	13,850
Radio Ads Placed	0	Trade Shows Attended	1
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	3	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	36%	Total Circulation/Gross Impressions	59,850
Out-of-State Marketing	64%	Inquiries Reported	1,608

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments This organization consists of 13 counties on limited budgets, limiting the tracking ability. Members in these counties are responsible for marketing and distribution. However, individual results are not measured.

Research Methods None required in this category

Percentage Completed 100%

MDT Comments Research not required in Small Project Marketing category.

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-04-070-56

**DMO: Weston Development Company**

Project Name: Nebraska-Iowa Radio Ad

Primary Objectives: 1. Increase visitor traffic in Weston. 2. Attract visitors from other states specifically IA and NE.  
3. Reach those with disposable income who enjoy antiques, festivals.

Destination Description: Historical Weston Missouri is blessed with a wealth of beautiful antebellum architecture to complement the numerous antique shops, interesting events, unique dining experiences. Comfortable bed and breakfasts complete the overall charm of this destination.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$1,500.00	State Dollars Reimbursed:	\$1,500.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$1,505.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	59	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	0%	Total Circulation/Gross Impressions	206,300
Out-of-State Marketing	100%	Inquiries Reported	181

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments We felt there were more visitors to Weston during the Lewis and Clark Trad'n Days Festival this year than the two previous years. The merchants have recorded more visitors from Nebraska and Iowa.

Research Methods None required in this category

Percentage Completed 100%

MDT Comments Research not required in Small Project Marketing category.

## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-05-068-56

**DMO: Clinton Area Chamber of Commerce/CVB**

Project Name: "Clinton, exactly where you want to be"

Primary Objectives: 1. To increase tourism to the City of Clinton. 2. To increase tourism revenue in the area. 3. To produce quality marketing tools (brochures, advertising, displays).

Destination Description: Clinton is the western trailhead for Katy Trail State Park, and located on the Grand River arm of Truman Lake. It has the largest downtown square in the state of MO. Clinton offers tourists historic sites, quality shopping, various events, fishing, hunting and camping.

### **Budget and Expenditures**

State Dollars Budgeted:	\$1,447.50	State Dollars Reimbursed:	\$1,447.50
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$2,978.49

Revised Budget Total:	\$0.00	Total Project Cost:	\$4,425.99
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	4,450
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	2	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	75%	Total Circulation/Gross Impressions	68,750
Out-of-State Marketing	25%	Inquiries Reported	33

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments Olde Glory Days was well attended. The brochures were distributed throughout the state and we had many visitors from all areas of Missouri and beyond.

Research Methods None required in this category

Percentage Completed 100%

MDT Comments Research not required in Small Project Marketing category.

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-06-067-56

##### **DMO: Historic Arrow Rock Council**

Project Name: Brochure/TV Advertising/Billboard

Primary Objectives: 1. Increase number of visitors to Arrow Rock. 2. Educate visitors to the wide range of experiences available in Arrow Rock. 3. Increase revenue for organizations and businesses.

Destination Description: The small village of Arrow Rock is the birthplace of historic preservation and archaeology in MO. It is also host to lively, educational, interpretative events year-round. In Arrow Rock you will find the oldest live professional repertory theatre in MO - The Lyceum Theatre. There are seven B and Bs in the village, camping in the state park, six restaurants, and picnic areas scattered throughout the state park. The state park has an extensive museum.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$4,992.73	State Dollars Reimbursed:	\$3,708.63
Revised Budget Total:	\$3,708.63	Local Matching Dollars:	\$3,708.63

		Total Project Cost:	\$7,417.26
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#### **Marketing Activity Information**

TV Ads Placed	49	Brochures Distributed	25,000
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	100%	Total Circulation/Gross Impressions	540,000
Out-of-State Marketing	0%	Inquiries Reported	75

#### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments While we did not increase the overall number of visitors, we continue to draw new visitors to Arrow Rock who are very pleased with their experience. Our TV ad helped bring 300 people to Arrow Rock on a Tuesday for the Lewis and Clark events. We were pleased!

Research Methods None required in this category

Percentage Completed 100%

MDT Comments Research not required in Small Project Marketing category.

## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-06-071-56

#### **DMO: Lake Area Chamber of Commerce**

Project Name: Escape to the Beach...Osage Beach

Primary Objectives: 1. Attract visitors to the Lake during the off-season. 2. Enhance tax revenues for the City of Osage Beach. 3. Generate more overnight stays during the off-season.

Destination Description: The Lake of the Ozarks is rich in memorable vacation experiences. History, shopping opportunities, caves, golf, year-round special events all compliment the multitude of outdoor activities available at the Lake of the Ozarks.

### **Budget and Expenditures**

State Dollars Budgeted:	\$2,466.00	State Dollars Reimbursed:	\$2,466.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$2,506.00

Revised Budget Total:	\$0.00	Total Project Cost:	\$4,972.00
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	8	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	28%	Total Circulation/Gross Impressions	2,471,216
Out-of-State Marketing	72%	Inquiries Reported	1,664

### **Project Outcomes**

Did Project Achieve Objectives? Somewhat

DMO Comments Upon reviewing our tracking measures during this timeframe, sales tax revenues were up 5-6 percent and walk-in visitors to our Willmore Lodge Center from Kansas and Illinois were up 8 percent in the recorded register.

Research Methods None required in this category

Percentage Completed 100%

MDT Comments Research not required in Small Project Marketing category.

### **FY04 Summary by Individual Project**

#### **DMO Information**

Contract Number: 04-01-025-66

**DMO: St. Joseph Convention and Visitors Bureau**

Project Name: Research Project

Primary Objectives: 1. Increase visibility of St. Joseph to travelers. 2. Maximize the economic impact of visitor dollars. 3. Develop and implement targeted marketing programs.

Destination Description: St. Joseph is a contemporary city blended with more than 150 years of history - creating a city of contrasts and character. Major attractions include: Pony Express Museum; Jesse James Home; Patee House Museum; Glore Psychiatric Museum; St. Joseph Museum; St. Jo Frontier Casino; Stetson Hat Outlet; Heritage Park.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$3,985.00	State Dollars Reimbursed:	\$3,312.17
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$3,325.00

Revised Budget Total:	\$0.00	Total Project Cost:	\$6,637.17
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#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	3
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

#### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	The research program enabled the St. Joseph CVB to more effectively target our advertising and marketing. It educated the CVB on the exact nature of the St. Joseph visitor - who is coming and why.
Research Methods	Conversion Study Visitor Profile Study and CPI Smith Travel Research
Percentage Completed	83%

## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-03-009-66

**DMO: Main Street Clarksville/HCI**

Project Name: Collecting and Analyzing Intercept Survey Data

Primary Objectives: 1. Place display ads in print media within 100-mile radius. 2. Monitor increased number of requests for information. 3. Develop research model to determine number of visitors, origin, and how they heard about us.

Destination Description: Clarksville features four attractions that are marketed year round: antiques; working artists/artisan; history; and nature. Additionally, we market these special events: Masters of the Sky, Eagle Days; Big River Days; Rivertown U.S.A. Antiques Show (twice annually); and the 50 Mile Art Studio Tour (twice annually).

### **Budget and Expenditures**

State Dollars Budgeted:	\$690.00	State Dollars Reimbursed:	\$625.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$625.00

		Total Project Cost:	\$1,250.00
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### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments This research data provides the necessary baseline data on which to determine future successes.

Research Methods Intercept Study Surveys

Percentage Completed 91%

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-04-030-66

**DMO: Convention and Visitors Bureau of Greater Kansas City**

Project Name: Visitor Profile Research

Primary Objectives: 1. Increase response to leisure advertising and support brand development. 2. Focus on brand positioning discovery research. 3. Ensure suggested brands were consistent w/consumer beliefs understand reactions.

Destination Description: Kansas City is the "Heart of America." All year long the city offers unique shopping, restaurants, museums, galleries, theaters, festivals, full-gaming casinos, concerts, night spots, and professional sports. Whatever your tastes, the great sights and sounds of Kansas City make for an unforgettable experience.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$5,000.00	State Dollars Reimbursed:	\$5,000.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$5,608.00

Total Project Cost: \$10,608.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments One-on-one interviews in two cities tested eight different positioning directions. Two of the directions quickly and consistently rose to the top and were combined to create a ninth direction described in detail in attachment.

Research Methods Positioning Discovery Research

Percentage Completed 100%



## FY04 Summary by Individual Project

### DMO Information

Contract Number: 04-05-041-66

#### **DMO: City of Warsaw**

Project Name: Warsaw Tourism Research Survey

Primary Objectives:

Destination Description:

### Budget and Expenditures

State Dollars Budgeted:	\$4,500.00	State Dollars Reimbursed:	\$0.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$0.00

### Marketing Activity Information

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

### Project Outcomes

Did Project Achieve Objectives?

DMO Comments

Research Methods

Percentage Completed 0%

MDT Comments Contract cancelled by DMO 4/12/04.

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-06-034-66

##### **DMO: Jefferson City Convention and Visitors Bureau**

Project Name: Advertising Conversion - Leisure Marketing

Primary Objectives: 1. Improve exposure and promote Jefferson City in MO and neighboring states. 2. Place advertising that is cost effective and target market specific. 3. Confirm, through research, that advertising is effective.

Destination Description: We are responsible for marketing the State Capital. Our attractions include the Capital, Jefferson Landing Historic Site, Governor's Mansion and Garden, Museum of Military History, MO State Highway Patrol Museum, MO Supreme Court, Runge Nature Center, Cole County Historical Society, MO Veterinary Museum, Katy Trail, and State Information Center

#### **Budget and Expenditures**

State Dollars Budgeted:	\$4,350.00	State Dollars Reimbursed:	\$4,350.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$4,350.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

#### **Project Outcomes**

Did Project Achieve Objectives? Significantly

DMO Comments In 2005 JCCVB will unveil a new marketing campaign based on the research from the 2003 Ad Conversion study.

Research Methods Conversion Study

Percentage Completed 100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-07-052-66

**DMO: Greater St Charles Convention and Visitors Bureau**

Project Name: Research Grant

Primary Objectives: 1. Increase awareness of the new convention center. 2. Increase group bookings. 3. Increase contact with planners.

Destination Description: Three historic districts, shopping, dining, museums, four major festivals, casino, Katy Trail, riverboat cruises.

### **Budget and Expenditures**

State Dollars Budgeted:	\$5,000.00	State Dollars Reimbursed:	\$0.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$0.00

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

### **Project Outcomes**

Did Project Achieve Objectives?

DMO Comments

Research Methods

Percentage Completed 0%

MDT Comments DMO withdrew from contract.

### FY04 Summary by Individual Project

#### **DMO Information**

Contract Number: 04-08-039-66

**DMO: Branson/Lakes Area Chamber of Commerce/CVB**

Project Name: Research

- Primary Objectives:
1. Create incremental visitation.
  2. Attract first-time visitors.
  3. Increase overnight visitation.

Destination Description: In Branson, MO beats the heart of entertainment. Guests can enjoy more than 100 shows, including legendary performers. Visitors can experience world famous theme parks along with a myriad of other activities such as golf, fishing, soft adventure and shopping.

#### **Budget and Expenditures**

State Dollars Budgeted:	\$5,000.00	State Dollars Reimbursed:	\$5,000.00
Revised Budget Total:	\$0.00	Local Matching Dollars:	\$12,500.00

Total Project Cost: \$17,500.00

#### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	1
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

#### **Project Outcomes**

Did Project Achieve Objectives?	Significantly
DMO Comments	This study focused on a randomly chosen group to determine awareness and effect of TV advertising. This provided us with data to enhance our future focused, seasonal campaigns in the primary markets.
Research Methods	Ad Effectiveness Study
Percentage Completed	100%



## FY04 Summary by Individual Project

### **DMO Information**

Contract Number: 04-09-072-77

**DMO: Arcadia Valley Chamber of Commerce**

Project Name: Brochure Name: Arcadia Valley 2004-2005

Primary Objectives: Marketing tool for the Arcadia Valley Area

Destination Description: Three state parks: Elephant Rocks, Johnson's Shut-Ins, Taum Sauk Mountain, two state forest and several recreation, conservation, and wilderness areas. Historic sites include Ft. Davidson, among others. The antique district has nine shops. Numerous events are held throughout the year.

### **Budget and Expenditures**

State Dollars Budgeted:	\$775.20	State Dollars Reimbursed:	\$775.20
Revised Budget Total:	\$0.00	Total Project Cost:	\$1,550.40

### **Marketing Activity Information**

TV Ads Placed	0	Brochures Distributed	0
Radio Ads Placed	0	Trade Shows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	0	Web Sites Developed/Updated	0
Billboards Leased	0	Other Marketing Activity	0
Videos Distributed	0		
In-State Marketing	N/A	Total Circulation/Gross Impressions	N/A
Out-of-State Marketing	N/A	Inquiries Reported	N/A

### **Project Outcomes**

Did Project Achieve Objectives?

DMO Comments

Research Methods    None required in this category

Percentage Completed    100%

MDT Comments    No Project Summary Report is required in this category.